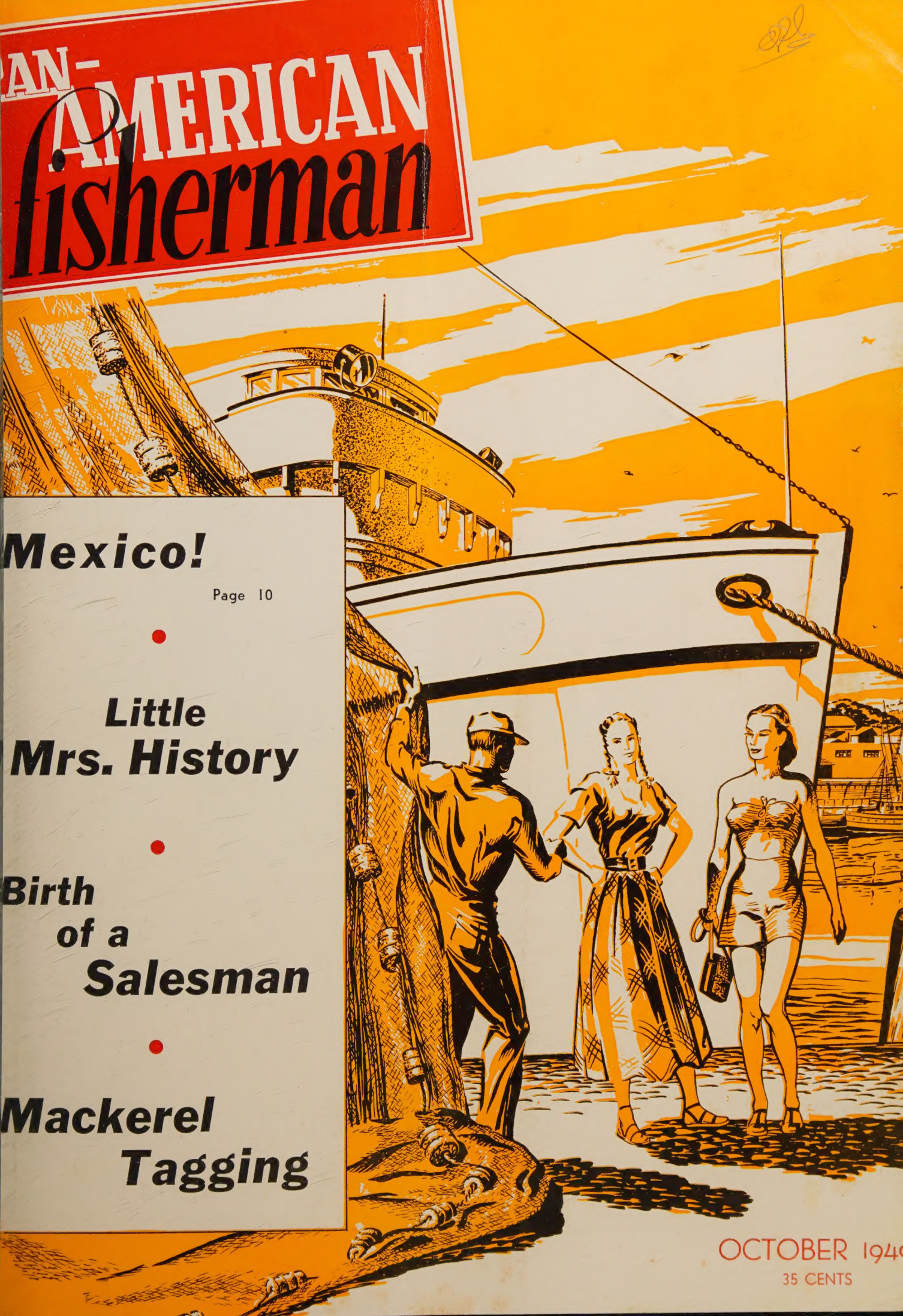
AN-AMERICAN fisherman



Mexico!

Page 10

Little Mrs. History

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Mackerel Tagging

OCTOBER 194
35 CENTS

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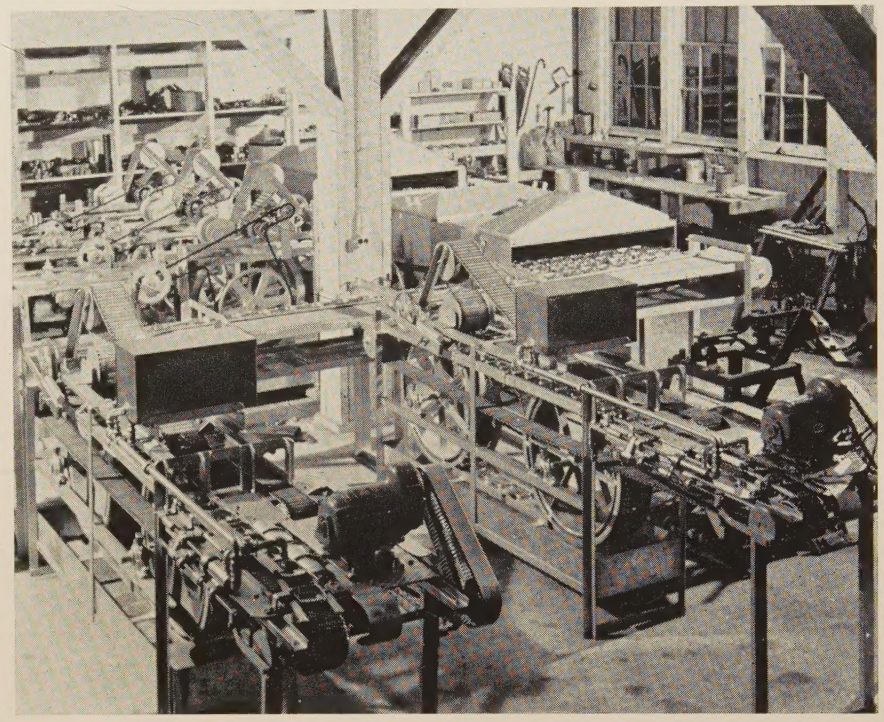

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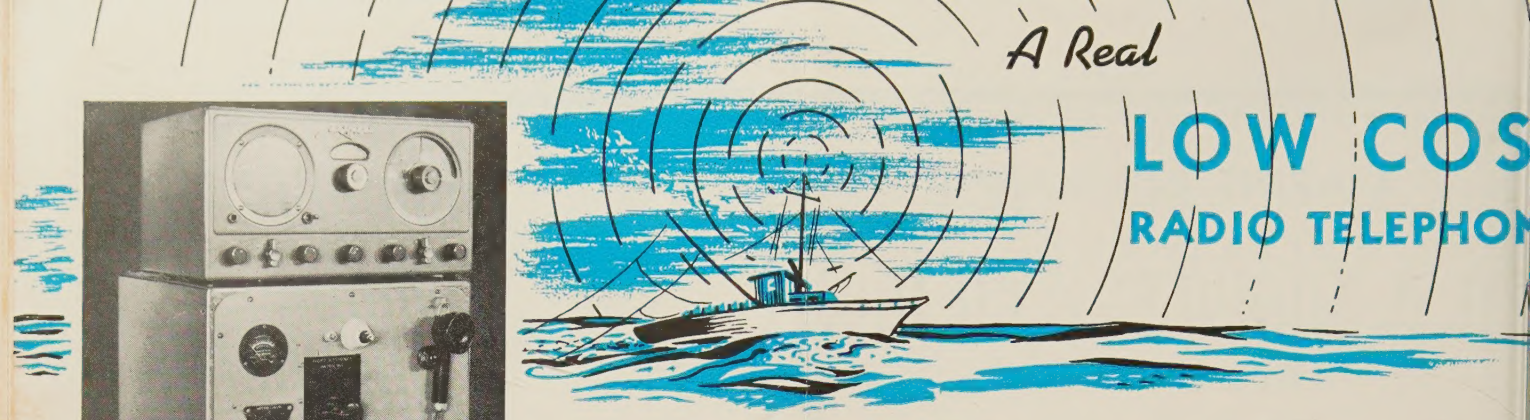

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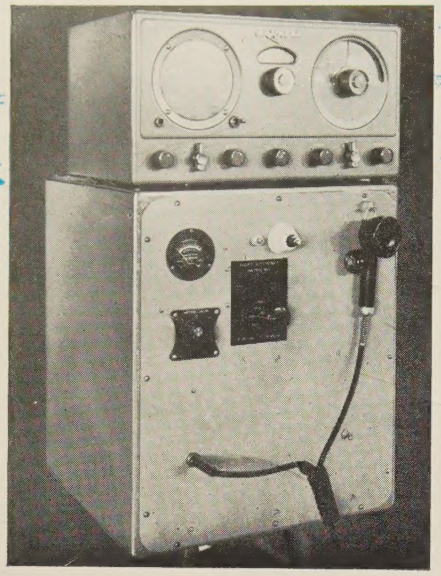

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NEWSmagazine of PAN-AMERICAN FISHERIES combined with the magazine TUNAfisherman

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Serving the Pan-American Fisheries

A Marine Press Publication

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Editor-in-Chief.....John Springer
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Volume 4 Number 4

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THE COVER

By Munkelt of San Diego, California. Munkelt used as his models a couple of Latin ladies from Ensenada, Baja, California, Mexico, who were induced to stand for the sketch near a big clipper docked at San Pedro, California.

ABOUT THIS ISSUE:

OUR great neighbor, Mexico, has drawn our attention, at least from a commercial fishing standpoint, in this issue, and you may find the article somewhat interesting. For information and aid in its preparation, *Pan-American Fisherman* is, of course, indebted once more to a number of its friends. Among them are Cecil W. Drake and Pete Bullen of San Diego, California's Drake and Bullen company; L. K. Small, President, Marine Products Company, San Diego; Senor Romeo Jimenez Cabral, Cia. de Productos Marinos, with cannery at Cape San Lucas and office at Tijuana, Baja California, Mexico; Daws Colvin, a lifetime student of Mexican game laws; Milton J. Lindner, Aquatic Biologist and Chief of the United States Fishery Mission to Mexico, Mexico City; Mrs. Ruth B. Ortega, Secretary; Ventura Castillo, Alien Clerk, and Alan E. Hool, Economic Assistant, United States Department of Interior, Fish and Wildlife Service, Washington, D. C. Mr. Hool's gratifyingly informative fisheries leaflet No. 339 was of inestimable value in composing the story, and is a document of startlingly clear factuality. Its composition took some months, and covers very nearly every phrase of fish species, from tuna to sardine. *Pan-American* writers have borrowed freely from Mr. Hool's pages, and the bulk of his research is herein presented, although not always in chronological form. The story starts on page 10.

•

Mrs. Pat Branin, wife of the well-known West Coast cartoonist, and a historian primarily interested in San Diego, California, background and color, is the subject of our *Silhouette* this month. "Janie," as she is known to her friends, is the first woman to be written up for this feature, a discrepancy which the editors feel has gone unheeded too long. Mrs. Branin's stories of early San Diego have brought her a substantial following, especially in the reader ranks of the San Diego *Union* newspaper, which has carried such delightful yarns as *Bum*, the story of the town's first official mascot, and *Furs Cause Trouble*, which appeared last month in that journal. Her writing style, while clear and sharp, factual and detailed, gives you the thought, however, that no one but an imp could have brought it about. The fact remains, at any rate, that Mrs. Branin is one of the few recognized authorities on early San Diego history, not the least of which concerns voluminous notes concerning that city's commercial fishing industry. She was, as a matter-of-fact, an invaluable source of information to the editors of this magazine when, last year, the publication carried a complete story on the Port of San Diego. Upon more than one occasion she was called in to settle a date here or a point there, and, for the fact that she was never too busy to lend a hand, the magazine is in her debt. But perhaps we should not tip too much of her off in this column; the story on page 20 carries all the dope.

•

TO quote Seymour Francis, *Marine Press* Executive Editor, "that guy who lives on a production-versus-consumer dilemma has moved to Southern California, where such activities are more agreeable than in other parts of these United States, but only because of the climate. No one has frozen to death there yet. However, his days of contemplation are no more pleasant than if he had his boat tied up in say, Anchorage, Alaska, alongside a warehouse that was busting at the seams with canned goods and no one to buy it." All of which means that Francis, who has made something of a study of the commercial fishing market, has decided, apparently, along with many others, that something has to be done about selling more fish down the American gullet. One of the reasons, to further quote Francis, that more fish is not sold, is that there are so many species with unappetizing names; toadfish being one of them in question. Of course, there are myriads of other reasons. Story on page 16.

—*John Springer.*

The Sherry Ann Case: *A Heartening Victory*

Toward the middle of last month, San Diego, California, newspapers called attention to the fact that, after more than a year of litigation the tuna clipper, *Sherry Ann*, which is owned by Van Camp Seafood Company, Manuel J. Machado and Western Boat Building Company, had won her battle to recover an unjust tax of $15,054, which her owners had paid under protest to the City and County of San Diego. To the layman, this victory represented, perhaps, just another court tiff to settle a small train of differences between disgruntled businessmen and the city and county in which they operated. Such, however, is not the case.

In favoring the owners of *Sherry Ann*, Superior Judge L. N. Turrentine has given boat owners, plagued with an exorbitant personal property tax, the first encouragement that has come their way for many years; ever since 1935, in fact, when the tax structure was rammed over by California voters. Since that time, the idea of considering a commercial fishing boat liable to a personal property tax has become increasingly ridiculous, not the least of which ridicule has been directed toward the method of arriving at the prescribed amount of tax to be levied on each boat.

That method, indeed, was what caused owners of the *Sherry Ann*, which was registered out of Astoria, Oregon, to pay her taxes for the years 1947 and 1948, and then sue for recovery of the sum. It worked something like this, and, moreover, is still being worked out in the same garbled manner: First, a dollar valuation is arrived at by the tax assessor. This means, obviously, that the assessor figures how much the boat is worth, e. g., the "absolute dollar value," or, more clearly, the "forced sale price." The taxmen hold that this figure would probably be the price a boat owner would get on a "note foreclosure." Now comes the part that has something more than a mystical connotation, i. e., a percentage of that figure is used and lo! the boat owner, whether or not he knows just what the percentage is, become the proud payee of a personal property tax dun! Of this, oddly enough, the Harbor Department gets none, even though the money could be used very handily for much-needed Port improvement.

The Harbor Department, to be specific, was granted from all tax monies $150,000 for capital investment on harbor improvements, until a year ago last July. But, in 1948, it received nothing, and it has received nothing since then. What the boat owners' personal property taxes amounted to in full each year since 1935 still remains a foggy issue, and, further, where the money went is another. Possibly much of it was spent for county improvements, which would be of great benefit to fishermen, especially while they are at sea for two to five months at a time. In any event, the tax situation certainly is much simpler for freight carriers and passenger ships. They are exempt from paying a personal property tax, although they operate in a manner that would seem to be as commercial as that of owners who take out their boats to catch and sell fish.

The implication involved in personal property tax itself is also a strange element. It is figured when the next yearly budget is formed to take care of annual expenditures. A total amount is proportioned among the various tax classifications, and the personal property tax cut is then divided by the total evaluation of personal property. This system, added to that of the method of arriving at how much personal property tax is owed by each boat owner, represents about the same simplicity as that concerned in getting an elephant into a phone booth.

In the case of the *Sherry Ann* owners, their chief complaint was that vessels registered outside California were getting the works, even more so than San Diego port registry, from a money-hungry city and county, and they decided to do something about it. San Diego's tax assessors, naturally, hoped that the case would be decided in favor of themselves. Not only was big dough at stake, but the case could lead to fishermen getting sore enough to register outside of California. Oregon and Washington asked for a personal property tax rate that made San Diego's, in particular, look like cheeseparing. Other California counties, while definitely on the exorbitant side, still could not match San Diego's cavernous maw. In the former cases, the states asked for a tax based on the assessed value, divided by five. To further boil down San Diego's financial feelings in the matter, it levied per boat from 35 to 50 per cent of the vessel's "current market price," the rate being $5.83 per $100 valuation.

The bulk of West Coast fishermen, while admitting that a personal property tax applied to commercial boats was a rather confusing piece of legislation, have never been unwilling to pay what could be termed an equitable tax, even of this nature.

If, they have contended, the money were to go toward some improvement of fishing fleet facilities, then okay. But no one along San Diego's waterfront lately has been astounded by the building of huge new piers, better berthings, and other conveniences that could be bought, or at least aided, by the huge sums which yearly pour into the city and county from the personal property tax on fishing craft. This "oversight" has caused the actual vitriol to come about.

In other words, most of the fishermen have come to the conclusion, apparently, that pay-plenty-get-little is the deal that they are saddled with, and it doesn't make them any happier, either, when they remember that the levy discriminates against the entire fishing industry, because of its application to commercial fishing vessels and not to other commercial vessels.

Perhaps the courageous stand of the *Sherry Ann's* owners, and their subsequent victory over this system, will bear fruit. At any rate, the *Sherry Ann* has set the pace, and, if her lead should be followed in several other cases, some relief might be realized from an obviously unfair and discriminatory system of bureaucratic money-grubbing.

The GLOBE

An International News
File compiled by
FOREIGN BUREAUS
of
Marine Press Association

Tokyo, Japan.—In line with its policy to purchase local foods which are available in quantity in foreign countries, it is learned that the Army's Quartermaster Corps will stop purchasing fresh and frozen fish in the United States for use by overseas troops stationed in Japan, and will buy to meet the needs of the occupation troops from Japanese sources. This will affect a saving for the Army, especially on transportation charges. The Quartermaster Corps will continue to purchase fresh and frozen fish in the U. S. to meet the local requirements of the Armed Services. Fish purchases by the Quartermaster Corps in the Northwest area for use by overseas troops have approximated two-thirds of the total Army purchases in that area.

Glasgow, Scotland.—On July 20, 1949, the Secretary of State for Scotland announced that Scottish landings of white fish during the first six months of 1949 were 171,447,920 pounds, 13 percent less than the corresponding period last year. In the first six months of 1949, herring landings were 118,673,520 pounds, valued at $4,498,162, according to a report from the American Consulate at Glasgow.

Rome, Italy.—All Member Governments of the Food and Agriculture Organization were notified of the proposal to establish a Regional Council for the Study of the Sea in the Mediterranean Sea and contigous waters, and a meeting was called by that agency in Rome, Italy, September 19 through September 24, 1949. The purpose of the meeting was to consider an agreement for the establishment of a regional council for the scientific exploration of the sea in the area of the Mediterranean Sea and contiguous waters, similar to that drawn up for the Indo-Pacific Fisheries Council. Invitations to attend this meeting were sent to all member Governments of FAO who are interested in the area in question, and also to governments who are not members of FAO but who were members of the International Commission for the Scientific Exploration in the Mediterranean Sea. The United States was also invited. An officer from the staff of the American Embassy at Rome acted as observer.

Tokyo, Japan.—In November 1948, a Pacific Oceanic Fishery Investigations team (composed of three members) arrived in Japan to study the tuna and other pelagic fishery resources of Japan. The third member of this team left Japan for Honolulu on July 9. The other two members completed their assignments and left Japan March 1. Besides a considerable quantity of literature and documents on the Japanese tuna fisheries, these fishery scientists obtained samples of fish gear, which include a model bait retainer, two complete baskets of tuna long-line gear, a blueprint of the spray system in use on the skipjack boats, enough long-line hooks to equip 1,000 fathoms of Albacore long-line gear, and a shackle of tuna gill net.

Ottawa, Canada.—June landings of the sea fisheries of Canada (excluding Newfoundland) amounted to 118,579,000 pounds, 2.8 percent below June 1948. However, the cumulative catch for the first half of 1949 (469,403,000 pounds) is still some 14 percent lower than Jan.-June 1948. The average price for June of $5.33 per cwt. was lower than the average price of $5.85 per cwt. for June 1948. However, the average price for January-June this year of $4.25 per cwt. was higher than the average of $3.98 per cwt. for the first six months in 1948. Total landings for the month in British Columbia were 11,431,000 pounds, 22.3 percent below June 1948. Over the six-month period there was a big increase in the landings of clams. Almost half of the increased landings of Pacific clams is being canned. On the Atlantic Coast, the total catch amounted to 107,148,000 pounds, just 0.1 percent below June 1948 landings. However, the cumulative total is still 10.3 percent lower than for the same six months last year. Herring and sardines continue to show the largest decreases, clams and quahaugs, and hake the largest increases. Although the season is still fairly young, there are indications that larger quantities of Atlantic cod, pollock and hake are being salted and dried than was the case a year ago. Exports during the first five months of 1949 have decreased 17 percent. The greatest drop has occurred in the amount of canned fish exported. Stocks of wet-salted cod are noticeably higher this year, while holdings of boneless salted fish have decreased appreciably. After having risen during April, wholesale prices of fishery products dropped 7.5 points in May, whereas the index for all foods rose by 0.4. Meanwhile, a fleet of between 60 to 70 Canadian tuna vessels operating off the southwest coast of Vancouver Island early in August made excellent catches of tuna. The Canadian Department of Fisheries' vessel Kitimat, which was on tuna patrol from approximately Cape Flattery to Esteban, took a total of 110 albacore tuna on four trolling lines early in August; 72 were in sufficiently good shape to permit tagging and release. Prior to August 5, tuna patrols by the Department's boats Howay and Laurier did not reveal any great presence of tuna which resulted in last year's exceptional catches. The U. S. Fish and Wildlife Service tuna boat, Oregon, also began an exploratory survey off the coasts of Washington, British Columbia, and Alaska, attempting to locate tuna by trolling surface fishing gear, such as, pole and line, and various types of long-lining. Objectives of these operations are to obtain more information concerning the abundance and migration of albacore, and to gain additional knowledge regarding their northward and offshore range.

Tokyo, Japan.—The area in which Japanese fishing vessels are authorized to fish was extended eastward by SCAP on September 21 from the 155 meridian to the 180 meridian. The south limit remains as before along the 24 parallel. Japanese vessels may now approach up to 3 miles of any island or territory within the authorized fishing area instead of the former limit of 12 miles. In the new extended area, the Japanese formerly caught large quantities of albacore. Area authorized for the operation of inspection vessels is being extended to include a small area to the east of this new extension.

Julie

The lady can really serve up that coffee. She works in Jimmy's recently-acquired waterfront doughnut factory. (See story on this page.)

DOUGHNUT KING

Speaking of good food reminds us of Genial Jimmy Ward, the San Diego waterfront impressario d' cuisine, whose pride and joy is a new doughnut factory. Fresh out of the Navy four years ago, after having served Uncle Sam as a yeoman, he took over the Broadway Pier coffee shop, and proceded to build up a whale of a business by serving piping hot coffee of excellent quality and a hamburger sandwich that soon became a by-word. His idea was to put up sandwiches of freshly-ground beef and to sell his coffee at a nickel.

"It's volume business that comes with low prices and fast, efficient service," comments Jimmie, in answer to questions as to how he keeps his counter lined with customers all day and most of the night. "We put out twenty-cent hamburger sandwiches, even when it cost almost that much to put them across the counter. We grind our own blend of high grade coffee, which we buy in quantity, passing the saving on to the people we serve."

That most everyone will agree to Jimmie's boast about his coffee, is evident. It has gone so well with the thousands of doughnuts he has served each week, that two months ago it became necessary for him to expand. "A serious move in these days," remarks the ex-sailor, "but our customers demanded it. Now we serve not only the freshest coffee, but our own doughnuts, manufactured almost while you wait, at our new spot, 200 feet north of Broadway Pier."

Also well known, and popular with their many customers are Julie, Joyce, and Leona, who operate the new location with its long demanded doughnut factory. Equally popular are Mary, Emma, Hattie, Jeannie, Doris, and Frank, the force employed at the original spot at the foot of the Broadway Pier ramp.

Mary (left) Jimmy and Emma take time out from serving their famous Wimpyburgers and coffee to greet *Pan-American's* cameraman, George Eacobellis, with pleasant looks. No wonder. They even like their own cooking. (See story, this page.)

The Skipper

Captain Avalino Gonsalves pulls his big clipper, *Excalibur*, into the dock at High Seas Tuna Packing Company, Point Loma, California.

THE EXCALIBUR JUNKET

Whatever it takes to successfully skipper a top-notch tuna clipper obviously has nothing to do with age. At least such is the case with Captain Avalino Gonsalves who, at 21, is not only the youngest skipper in the tuna fleet, but one of the most successful. Just thirty-three days from the hour when his spanking new vessel, the *Excalibur*, was bounced into the drink in New Orleans,

AMS

Pretty Tough!

Captain Gonsalves gets the sort of greeting that we've been trying all of our life to get in on. It must be pretty rough to go out for 33 days, come in with a full load of fish packed in a brand-new ship, and then run into something like this!

he pulled into San Diego, California, her seams bulging with tuna and skipjack. The load was composed of about half and half, mostly one and two-pole fish. Some of the fish, of course, weighed in the neighborhood of 65 pounds, and, upon one occasion, Babe Joseph, a crew member, snagged a four-poler. The

Sweetheart

It's hands off, though, boys. She's the wife of Captain Avalino Gonsalves.

Home Again

Crew members of the *Excalibur*. Left to right, Charles Hogan, Enrique Castro, Babe Joseph, Ed Kusch, Al Mitchell, Jr., Glenn Avery, and Chief Engineer Al Mitchell. Front, Manuel Gonsalves and John Mauicio.

Excalibur's big day netted 42 ton, and most of the fish was caught off Corinto.

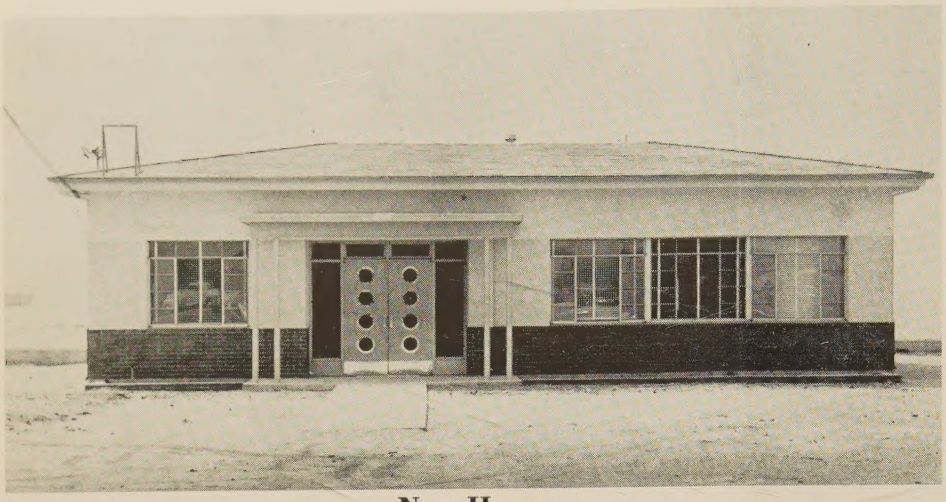
The celebration that followed the clipper's arrival, of course, was a dilly. An Avondale Marine Ways craft, it marked the big ship's first trip to sea. The second day in port, the crew began unloading at High Seas Tuna Packing Company, and at noon, Chef Lew Whittaker put on a feed that melted in the mouth. (Bet you can't beat your own record, Captain!)

SHORT SHOTS

The *Heroic*, *Liberty Bell*, *Liberty*, *Lucky Star*, *Notre Dame* and *Victory* headed for the fishing grounds during the month. . . . Eddie Da Rosa's *Sea Lady* was held up, but finally got out. . . . High Seas Tuna Packing Company's executives, Earl Nielsen and Bill Robinson went to Catalina Island to attend the California Fish Canners convention, and returned . . . still on the High Seas ledger side of the news is Office Manager, Glenn Martin, who, rumor has it, decided to go in for some bowling exercises, but wound up with a heating pad. . . . Eddie Kovelcheck, Jr., celebrated his 6th birthday. . . . Skipper Manuel Jesse and his wife, Mary, are plenty proud of a daughter born August 30. Her name is Jane Marie. . . . Customs inspector John Mahoney is driving around in a 1949 Kelly Green sedanette. . . . Arnie Strom, President, Harbor Boat Works, went to Boston for a vacation, returned to San Diego for a short visit with his staff, and then went back to Tacoma, Washington. . . . Port Director John Bate came down with a high fever, but got well in a few days. . . . Bill Hoss of H and M and co-owner of *Northern Light* wound up with a sprained ankle. . . . Manuel Luz and his crew aboard the *Courageous* left for the fishing banks. . . . Manuel hopes he will be able to avoid such weather as that he ran afoul of on his last trip out . . . it was a chubasco that hit him, and, at one stage of the game, an eighty-foot wall of water cascaded over his ship, inundating the pilot house and engine room and cutting off all power. . . . Mr. and Mrs. Esmael Virissimo and daughter, Mary, are enjoying a European vacation . . . Joe Medina returned home from a trip around the Azores and other points . . . same with Mistererrolflynn Silva. . . . Eddie Madruga and Joe Silvera arrived in port . . . rumor has it that Captain Carl Medina and crew have

Man of the Hour

Hap Holliday of High Seas Tuna Packing Company, and interlocutor of *Voice of the Fisherman* radio program, presents the skipper and his wife with a case of—ah — refreshment. The pleasant-looking gentleman in the background is Chef Lew Whitaker.



New Home

The American Tunaboat Association's new building

snagged a top flight load of fish. . . . American Tuna Boat Association dedicated its new building. . . . Antonia Pardo of San Ysidro, engineer aboard the *Calistar*, was flown in by a Coast Guard plane suffering from partial paralysis, which took place just off Almejas Bay. . . .

BATTLE ROYAL

We never fail to get a kick from the animosity that lies between Marylanders and citizens of New Orleans when the subject of oysters arise, and, according to a press dispatch last month, the brawl has cropped up again.

Seems as if Louisianans delight in running down Free State oysters. For instance, there was that big go-round in 1945.

Joseph M. Jurisich, New Orleans shipper, tossed the latest dornick. It just went to show that while oysters may be dispassionate creatures, oyster fanciers are not.

Jurisich was quoted in the New Orleans Item: "The Baltimore oyster is tasteless. You can have it.

"Some dealers gyp the customers by buying oysters cheap and dumping them in among ours in the Louisiana shipping cans.

It doesn't pay off in New Orleans though. Any old-timer can spot a Baltimore phoney miles away."

Replied Frederick P. Stieff, a leading Baltimore epichure and standard bearer for Maryland in the celebrated oyster controversy of 4 years ago:

"The proof of the oyster is in the eating. Judging by the number of Chesapeake oysters sent to New Orleans, people there must be pretty ignorant about oysters."

Other bivalve eaters responded with "preposterous," "he (Jurisich) must be crazy," and similar cracks.

The uproar brought to mind that vast and violent dispute which rocketed two states in 1945 after a Louisiana gourmet—his name is anathema here—referred to the Chincoteague oyster of Maryland as "humble."

EVENTS

On the wind-swept tip of Point Loma, not far from the spot where Joao Rodriquez Cabrilho landed, approximately 700 San Diegans gathered September 28 to witness the rededication of the big statue of the Portuguese explorer. The event marked the 407th anniversary of Cabrilho's arrival here.

The 18-foot statue was moved from its inaccessible location on the Navy Sonar School grounds to a spot on the north side of the old Spanish lighthouse. It was presented formally to the National Park Service by Mayor Harley E. Knox, and was unveiled by Barbara Madruga, 17, representing Miss Liberty, and Elvira Tavares, 17, costumed as Miss Portugal.

Airplanes soared overhead throughout the ceremony, and a stiff breeze kept the numerous colorful flags and the white material which shrouded the statue in constant motion. Onlookers, many of them of Portuguese ancestry, faced the statue and near-by speakers platform, their backs to the blue-gray ocean.

Principal speaker was Dr. Manuel Rocheta, of Washington, D.C., chancellor of the Portuguese Embassy. He lauded San Diegans for their selection of a site for the National Monument.

In English, Rocheta reviewed the history of Portuguese navigation as pertaining to Cabrilho. He said it was fitting that the statue be set up in a public place where homage could be paid to the man who first entered San Diego harbor Sept. 28, 1542.

Mrs. John Davidson, representing the San Diego Historical Society, spoke briefly, as did E. T. Scoyen, of the National Park Service, who formally received the statue from Mayor Knox.

(*Continued on page 39*)

Celebrants

Honoring the Great Adventurer, Joao Rodrigues Cabrilho, this crowd sat at dinner in El Cortez Don Room, September 28th.

GUEST EDITORIAL

Last month *Pan-American Fisherman* magazine invited Harold Cary, General Manager of American Tunaboat Association, San Diego, to express his views on industry advertising. Mr. Cary obliged with the following guest editorial. (For the national slant on the same subject, see "Birth of a Salesman," on page 16.)

Industry Advertising

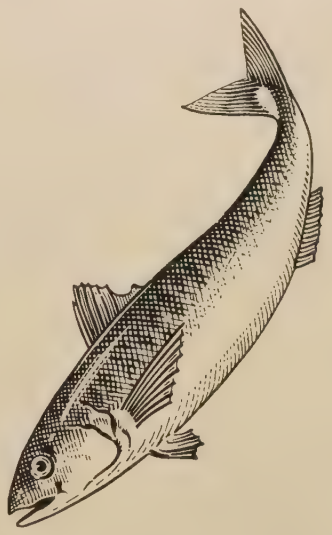
FOR some time there has been a considerable amount of discussion regarding an industry advertising or educational program. While the Association can lay no claim to originality of thought, it can lay claim to some part in the original action in approaching other boat owner groups, labor organizations and packers and attempting to turn thought into action. Orally and verbally great progress has been made. From the standpoint of concrete accomplishment up to press-time "we should of stood in bed" as the modern idiom has it.

Clear it is that the present problems of the industry arise in the main from an imbalance between productive capacity and distributive capacity. Simply stated, we can presently produce more than we can presently sell.

What courses of action are open to us? We can reduce production, which often is not a matter of choice as evidenced by the 1949 tie-ups. Boat owners have never been the beneficiaries of any plowing-under programs which in devious ways pay you for not producing and, so, inevitably, the consequence of reduced production is materially reduced income. There are many variants in method of reducing production to meet demand but all are expedients which we would avoid. We can increase sale of the product as another course of action. Not easy by any manner of reckoning but essential to the best interests of the industry.

Any inability to dispose of production demonstrates the close relationships present in the industry. Immediately then the effects are felt by every segment; we are great individualists in the fishing business; but even slight adversity demonstrates our basic interdependence. Is it possible, then, for any person or any segment of the industry to take no interest in selling the product? It is true that that job falls upon the canners to perform but the degree of ability shown by them has its effect upon everyone in the industry. Therefore it is simply stating an absolute fact when we say that everyone in the industry has great interest in the sale of the product.

The interest is there, therefore the thought is there and that thought must manifest itself in deeds. Specifically then it appears to me that if those segments of the tuna industry not presently engaged in the actual sale of the product are not only affected by but are most interested in the success or failure of attempts to expand distribution. It is most logical that the thinking might



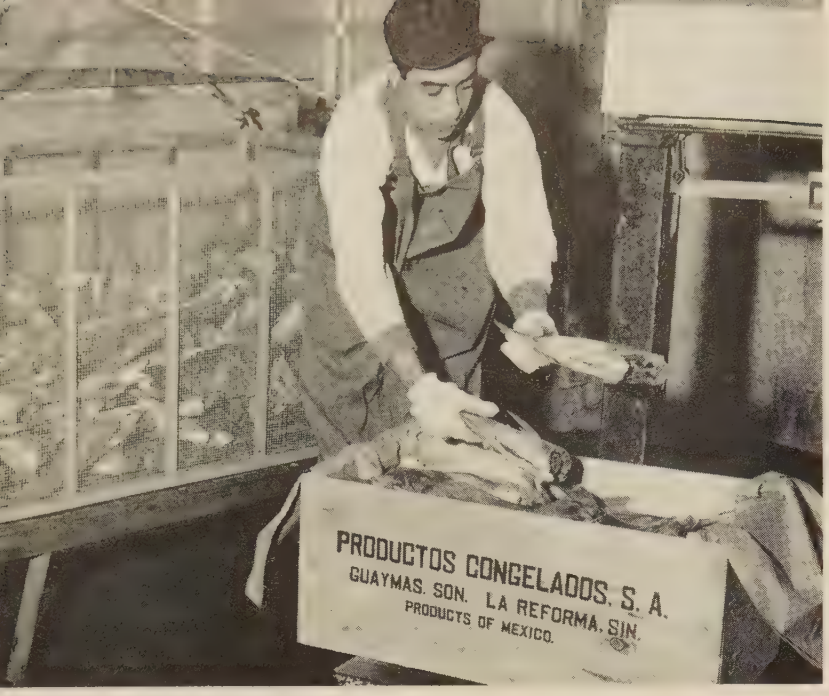
well find concrete expression by participation in an industry advertising, or better yet, educational program.

It is not easy to appraise the individual promotional programs now being undertaken in the industry. There is certainly no lack of consciousness that a buyers market exists and there have been great increases in promotional budgets. The selling job of that individuals of the industry when taken as a whole and considered in light of this year's sales makes it evident that much work has been done. The recurrent besetting problems of the industry make it apparent that more must be done. An appraisal of promotional activity taken a year or two ago would make a different picture and that difference illustrates one reason why we do not have uniformity of results today.

What can the other segments of the industry contribute to the sale of the product. First, and quite obviously, there is money. That is a direct and measurable contribution. More money means more program and, wisely administered, more program means more results. Second, and not at all obvious, is the contribution of ideas. I don't think I would be considered presumptuous by thinking people when I say that an industry that is as fairly closely held as the tuna industry can make good use of the thinking ability of boat owners and organized labor groups. An industry program would furnish a clearing house for the many ideas which are now voiced and lost.

SPECIFICALLY, why should boat owners participate? First, there is abiding interest in what happens to sales. Second, there is great belief in the product and the future of the product which is certainly manifested by the financial risks taken by boat owners, and, third, those same financial risks, which make the boat owners the largest segment of the industry from the standpoint of capital investment, make it only good business to contribute toward expanding distribution of the product and helping work out our own salvation.

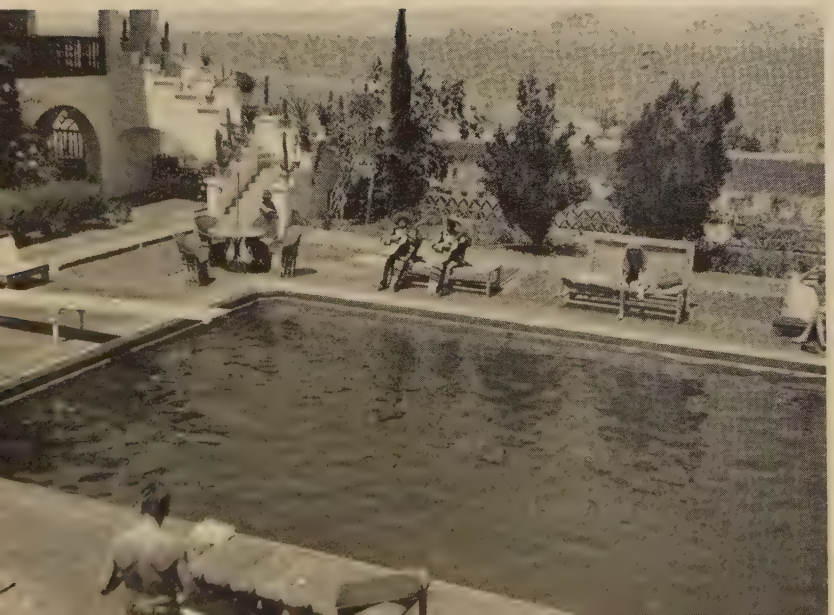
The direct benefit of the industry program, assuming intelligent administration, would be an expansion of the present market through education of the buying public. I cannot help but wonder whether or not the indirect benefits might also be of considerable consequence to the industry. Cooperation in itself is a kind of contagion. . . I don't know of any enterprise that ever suffered from cooperation but we can all name from our own experience any number which failed through want of it.



Productos Congelados, S. A., at Guaymas, Sonora, is one of Mexico's top-ranking firms and is noted for its meticulous fish pack. Here, a workman demonstrates the art.

MEXICO!

Her Hidden Gold Has Become a Legend. But Not All of it is Buried In Her Towering Mountains



Salt - water pool at Hotel Playa de Cortes, Guaymas, Sports fishermen come from all portions of the globe, make the famous hostelry their headquarters while getting a whack at the "big ones."

By JOHN SPRINGER
Marine Press Staff Writer

DESPITE the fact that, of late, a number of Mexico's commercial fishing plants have been expanded and improved, the country, situated mostly in tropical latitudes with about 5,600 miles of coast flanking such gold-plated marine life areas as the Pacific Ocean, Gulf of Mexico, and Caribbean Sea, has but scratched the surface in exploiting its fisheries. True, our Latin neighbors for years have been up against a number of serious stumbling blocks. Development of any sovereign industry is dependent upon the amount of raw materials available, and, for one thing, Mexican waters obviously are not so abundantly stocked as are those of the great fish-producing areas of the world. The reason for this is that the productivity of fishing territories directly coincides with the amount of food on tap in those waters. Therefore, Mexican waters are somewhat thinly populated because they do not contain food in quantities comparable with high-production areas. This is true even in Mexico's richest waters, i. e., around Lower California, although, during the past five years, production in this sector has increased creditably. But that's not the only thorn in Old Mexico's fishing side.

As a rule, fisheries products enjoy but two markets, the foreign and the local. Along the Mexican coasts, more than sixty-five per cent of the marketable marine life is hauled in by foreign fishermen, or for export. Thus Mexico is continually at the mercy of foreign markets, with its fluctuations, et cetera. The two top fisheries industries, tuna and shrimp, rely very nearly 95 per cent upon export, and, as a matter of fact, are bracketed as luxury items, as is the case of almost all of the country's fishery exports. As the result, whatever exploitation of fisheries Mexico has promoted, for some time, came about in the luxury field, as its people, unable to afford such luxury, have done little to create a domestic market, and the producers themselves certainly are not about to let foreign gold slip through their fingers while educating the populace to the eating of inexpensive fish. Thus the Merry-Go-Round goes on, and so it may for years. Despite these obvious drawbacks, however, Mexico's potential fisheries development represents startling proportions, not the least of which involves the tuna field. Should the Mexican government step in at some future date with a subsidy, trained engineers and an overall public educational program, the country soon would figure prominently in this sprawling, world-wide activity.

Mexico's Pacific Coast, of course, is generally recognized as the top production area. This territory yields about 76 per cent of the entire catch from Mexican waters, as compared with the Gulf Coast, which is estimated at 21 per cent. Of this percentage, the tuna catch, in both areas, presents a challenge. In the former case, tuna, which is particularly heavy in the waters around the lower Californian Peninsula, constitutes the dominant West Coast fishery of Mexico. But the fishery, withal, cannot be termed absolutely Mexican, as the amount taken by Mexican fishermen each year is of such negligible importance that, when balanced off against the Americans of say, San Diego or San Pedro, California, their tonnage resolves to a drop in the bucket. The same is true also of their barracuda, yellowtail and Jackfish hauls. In the latter instance, any immediate development appears even more remote, as the fisheries of the Gulf of California are still in the embryonic stage, and, even though Mexico has shown some strides in this territory, the old bugaboo holds fast. Which is to say that, from a standpoint of recognized success, much more efficient equipment will be needed, the tuna abundance must hold up, and a firmer local and foreign market must be pegged out. In this ironing out process, however, Mexico has an ace-in-the-hole and one which, from an angle of you-scratch-my back-and-I'll-scratch-yours, can aid the country's tuna development in an entirely important capacity. That commodity is shrimp, and the product not only represents the second most important fishery in Mexican waters, but the most profitable marine life commercial operation.

Currently, the territory most extensively fished for this species of shell-

Success

Stringing up the day's catch. Ernest Byfield & Associates, of Chicago, owners of the Sherman and Ambassador hotels, now operate the Hotel Playa de Cortes in Guaymas, Mexico's high-geared sports and commercial fishing port. Fishing boat operators, such as these, are expert, most are sons of sons of fishermen.

Bacochibampo Bay, adjacent to Guaymas, Sonora.

fish lies in the Pacific area, between San Felipe, Baja California, and Altata, Sinaloa. Moreover, this sector has grown to a point wherein it now enjoys the position of Shrimp Capitol of the Republic, and foreign demand for this tangy ocean delicacy has boomed to gratifying heights in the past five years. Indeed, the story of shrimp actually is the story of commercial fishing in Mexico. More of this, however, in its proper place.

ON the gulf of Mexico the most extensive shrimp colony lies in the Campeche-Tabasco area, although it is known that grounds not yet fully exploited are situated between Mazatlan and Cape Corrientes, and between the Guatemalan border and Salina Cruz. The annual haul of "pink gold" in the Campeche-Tabasco area is heavy, and a limited activity is seen along the coast of Tamaulipas in the Gulf. Here, of course, is represented another odd element. Indications are that both the shrimp fishery in the Gulf and that adjacent to the coast of Western Campeche and Tabasco already have reached the height of productivity, and that the areas' future production must rely upon the yearly variation in the productivity of shrimp. Shrimp production of the Gulf of California and the Campeche sectors, however, lead the way in this fishery, and, as a matter-of-fact, there are no other known areas along the Mexican coast that are comparable with the Gulf of California-Campeche areas in shrimp production.

Shark, of course, is the next important Mexican fishery, and the next largest. The operation itself is almost exclusively a West Coast activity, and shark primarily are processed for the livers, which are rich in Vitamin A. As a rule, West Coast sharks have livers of higher Vitamin potency than those in waters of either the Caribbean Sea or the Gulf of Mexico. Lower Californian waters feature the biggest shark catch on the West Coast, e. g., the Gulf of California and Manzanillo areas, with a small take recorded in the Zihuatanejo-Acapulco areas. But the future of shark fishing, at present, is of a doubtful quantity. For one thing, it has been proven that sharks can easily be depleted. For another, the development recently of synthetic Vitamin A could easily kill the profit in shark fishing. When and if this happens, naturally, the impact probably would be felt, economically speaking, very lightly, as the fishing industry in Mexico has got its toe hold, and conversion to other catches can be made by her fleet quickly. The catching and processing of sardine, for example, are increasing by leaps and bounds.

The California sardine is limited, however, more or less to waters along the West Coast of California. This industry may, in time, come to mean a jackpot of natural resource to Mexico, as indications are that there is an abund-

Garden Spot

The world-famous harbor at Acapulco, Guerrero, Mexico.

ance of sardine to be had from Mexican waters. Inhabiting almost the same waters as the California sardine, the Pacific mackerel also seems to be more abundant than indicated by present production. Also like the sardine, it is basically an inexpensive fish. That these species are not luxury fish is probably the reason that these fisheries are not being fully utilized. The totoaba fishery located in the waters of the Gulf of California is of some importance but is definitely limited in annual production and may even be undergoing depletion. The Gulf pike *robalo* are another relatively important group of fishes which occur in the estuaries and river systems on both coasts of Mexico but are most heavily fished on the coast of the Gulf of Mexico. The pike is not in demand as an export item, its only importance being that for local consumption. This explains why the Pacific *robalos* are almost untouched while those of the Gulf of Mexico, near local consumption markets, are taken on a considerable scale. It is believed that the pike fisheries can be substantially increased should domestic demand become greater.

The snappers (guachinangos and pargos) are like the pike in that they are present both in the Pacific and the Gulf of Mexico. Like the pike they are also more heavily fished on the Gulf of Mexico and are mostly for domestic consumption. However the snappers do have a limited export demand. Several species of abalone occur along the west coast of Lower California and are restricted to a narrow littoral belt, most of which is now being fished. The possibility of a greatly increased catch or the discovery of new abalone fishing grounds seems remote. There are several species of spiny lobster found on both coasts of Mexico. Commercial fishing of the spiny lobster only occurs along the Pacific coast of Lower California. Areas which are not now fished but may in the future come into production are along the Gulf of California side of the peninsula of Lower California.

The mullets are a fish that appear to be abundant in the estuaries, lagoons, and brackish water systems of both coasts of Mexico and nowhere, except in the lagoons of Chiapas, are they exploited near capacity. The mullet is an inexpensive fish suitable for local consumption and yet is not utilized in anything like the degree possible. The Spanish mackerel, an inexpensive fish ideally suitable for domestic consumption, is prevalent along both coasts of Mexico and yet is not taken in proportion to its abundance. Oysters and other mollusks are commercially fished along both coasts of the Republic. Principal

Industry

Shrimp packers at work in the big plant, Productos Congelados, Guaymas, Sonora, Mex.

areas are located in the Gulf of California and in the lagoon areas between the States of Tamaulipas and Veracruz on the Gulf of Mexico. A limited catch of turtle and octopus is taken along the Gulf of Mexico and Caribbean coasts.

ANOTHER fishery of some importance is the sea trout (corvina) which is fished on both coasts with the principal catch taken in the Laguna Madre of the State of Tamaulipas. The sea trout, along with the mojarra, and sea bass (cabrilla), species of lesser commercial importance, inhabit both coasts of Mexico. These fish are mostly taken on the east or Gulf coast for the fresh fish domestic market, while a certain amount of canning of these species is carried on along the Pacific coast.

In addition there are numerous other fish species inhabiting the Mexican coasts, but none of them at present are of any commercial importance and do not appear likely to become important in the near future. Inasmuch as many of the fishing grounds of Mexico are found in the lagoon areas of the Republic, a brief description of the more important lagoon regions is given.

The two most important lagoons on the Gulf coast with reference to fishery productivity are the Tamiahua Lagoon in the State of Veracruz and the Laguna Madre in the State of Tamaulipas. The former extends some 200 kilometers (125 miles) along the coast and has an average width of 16 kilometers (10 miles), while the latter is 110 kilometers (about 70 miles (long with a maximum width of 25 kilometers (15 miles). Both lagoons are separated from the sea by long sandy strips. There are many other smaller lagoons on the Gulf coast, located between these two and also south of the port of Veracruz along the coasts of the States of Veracruz, Tabasco, and Campeche. The Laguna de Terminos (also known as Laguna del Carmen) of Campeche is an extensive body of water having an oblong shape and rich in marine life. The other important lagoon systems in Mexico and which are being extensively fished lie along the coasts of Sonora and Sinaloa on the Pacific and Gulf of California and along the coasts of Chiapas and Oaxaca on the South Pacific.

THESE Mexican lagoon systems are considerable bodies of water, of varying degrees of salinity, according to the proportions of sea water and of fresh waters from rivers and creeks emptying therein. They are similar in being good fishery sources, but the majority are in regions having little land or sea transportation facilities.

The fresh water fisheries of Mexico account for about 3 percent of the total fisheries catch in Mexican waters. The main fresh-water fish are several species of whitefish, trout, and black bass. These species are principally caught in the lakes of Patzcuaro and Cuitzeo in

the State of Michoacan. Carp and catfish are also caught in considerable quantities, mainly in Lake Chapala in the State of Jalisco. In the northern rivers of the Republic there is considerable river clam and oyster fishing, and cat and sucker fish are also taken to a limited degree.

An important consideration of the fresh-water fishery is its ability to supply fish to many rural areas where fish food would not otherwise be obtainable. Fresh-water fishing is carried on the year around, although June and July are the best months.

According to the most recent statistics available from the Mexican Fisheries Department (1947), there were 125 legally recognized fishing cooperatives in various parts of the Republic.

State or Territory	No. of Cooperatives
Lower California	21
Sonora	21
Sinaloa	19
Nayarit	4
Colima	1
Michoacan	2
Guerrero	2
Oaxaca	2
Chiapas	12
Chihuahua	1
Hidalgo	3
Mexico	1
Tlaxcala	1
Tamaulipas	7
Veracruz	19
Tabasco	3
Campeche	5
Yucatan	1
Total	125

There are 7,639 fishermen listed as members of these cooperatives and in addition it is estimated that there are fully 4,000 independent or free lance fishermen working commercially who are not members of any of the legally organized cooperatives. Of the cooperatives listed, 64 percent have a membership of less than 50 while 20 percent have a membership of between 50 and 100 and only 16 percent have over 100 members.

Over 60 percent of Mexico's local fish catch is obtained by these organized cooperatives, which are nothing more than groups of local fishermen banded together and registered with the Government, thus being eligible for certain tax exemptions and other privileges granted cooperatives. The free lance fishermen, accounting for the re-

Industry

Cia. De Productos Marinos, S. De R. L., Planta Empacadora, Cabo San Lucas, B. C. This plant is located on the extreme tip of Lower California, and is a tuna cannery in operation for more than 23 years.

Port

Another view of Bacochibampo Bay. Boats, both sports and commercial, fairly throng these waters at top of fishing season.

maining percentage of the catch, often sell to and work through local co-operatives.

The number of fishermen working a district is not indicative of its productivity. As an example, there are over 4,500 fishermen working commercially in the Laguna Madre-Tampico-Tamiahua-Veracruz area, and yet this region produces only a fraction of the catch taken in the Gulf of California area covered by some 3,160 fishermen working out of Guaymas and Mazatlan. The reason for these disparities is the equipment used. The West Coast fishing grounds are organized for large-scale systematic fishing to a much greater degree than the Gulf Coast zone. Most West Coast fishermen in the California Gulf area have relatively well-equipped motor-driven boats while on the East Coast the majority of the fishermen work the lagoons in hand-propelled canoes and consequently the catch per fisherman is minimum.

Mexican fishermen can be divided broadly into two general groups, the free lance operators or independents, and the members of cooperatives. Independent fishermen, the majority of whom operate with primitive equipment throughout the lagoon systems of the Republic, usually sell their catch to the local cooperative. These cooperatives advance the independent credit, but usually buy the catch at considerably less than market value. Independent fishermen using modern fishing methods are relatively scarce as few own the necessary equipment and in order to rent gear the fisherman is obliged to surrender a certain portion of his catch.

The earnings of the independent vary greatly in accordance with equipment, hours worked, and productivity of the region. On an average, it is estimated that the independent nets between 12.00 and 15.00 pesos per day. The cooperatives form the largest group of fishermen and account for the greater part of the catch of the Mexican fishing industry. Cooperative fisherman work on a share basis and the cooperative handles the sale and division of the proceeds among the members according to the value delivered and the relative ownership of nets and boats. The average earnings of members are dependent on the species taken. For example, it is estimated that the average earnings of shrimp fishermen are 100.00 pesos per ton, which breaks down to between 800.00 and 1000.00 pesos monthly, or 26.00 to 34.00 pesos per day. Average earnings for other species are usually less than that for shrimp and on an overall basis amount to a net of about 18.00 pesos per day per fisherman.

WORKMEN employed in the fish canning plants are generally paid on a salary basis. The average wage ranges from about 7.00 pesos per day in the Gulf Coast canneries, where living costs are lower and labor plentiful, to between 8.00 and 10.00 pesos per day in the larger Pacific Coast plants. This wage usually includes the seventh day when not worked. If worked, double pay is given for the seventh day. The freezing plants, which primarily handle shrimp, for the most part pay wages on the basis of trays packed during an eight-hour shift. Average earnings under this system are 9.00 pesos per day.

(*Continued on page 24*)

After Years of Increasingly Heavy Production, the Fishing Industry is Seeing the

Birth of a Salesman

(Here's a bit of information and analysis on the current commercial fishing marketing question. The article presents a somewhat startling picture and, inadvertantly perhaps, suggests what has been known among industry leaders for some time: i. e., that more people must be educated to eat fish and shellfish.)

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By SEYMOUR FRANCIS
Marine Press Contributing Editor

THAT guy who lives on a production-versus-consumer dilemma has moved to Southern California. where such activities are more agreeable than in other parts of these United States, but only because of the climate. (No one has frozen to death there yet.) However, his days of contemplation are no more pleasant than if he had his boat tied up in, say, Anchorage, Alaska, alongside a warehouse that was busting at the seams with canned goods, and no one to buy it.

Which is not to say there are no optimistic overtures that will result in a happier frame of mind for all concerned. For, with what might be regarded as a form of reverse English, the late summer withdrawal from the market by most of San Diego's packers lends emphasis to the need for a strong merchandising program, nationwide, that will press for increased sales of canned tuna.

Luckily, some of the leaders among the canners, boat owners and union members, have long been convinced of the need for such a movement, and steps are being taken that may result in a national program of public relations, publicity and advertising, all aimed at the American housewife, and with the avowed purpose of building sales of tuna. It has worked in other industries, and there is no reason to think it would do otherwise for this sea food.

Unluckily, it must be added, the establishment of an agency to sponsor such a program has not come about as rapidly as it could, possibly because each of the interested groups has its full share of rugged individualists, all of whom have to be sold on the benefits that will accrue from something that admittedly has its nebulous factors.

Even with the accomplishments of the American Meat Institute, the closer-to-home National Fisheries Institute, and the various marketing organizations for fruits, nuts and vegetables as examples, there seems to be a lethargy among some of the elements affected by the tuna proposal.

Since last spring, when Jack Crivello, of Sun Harbor, returned to San Diego after an Eastern market survey, with word that the industry must get in fighting trim by chopping off excess costs, the situation has been nervous. So, even after the somewhat uneasy truce of last spring, when lower prices were agreed upon, there seemed to be resigned recognition of the fact that the problem had not been whipped.

Tuna came into the port in record amounts, and record amounts of it moved through the packers' tables, to the retorts and out through sales brokers to American tables. But, at the same time, other records were being established for the amount stored in San Diego warehouses, and the expected came about.

By mid-September all but one of the packers in that port had withdrawn from the market, pleading that they were overstocked with fish, and were confronted with declining sales, a usual late-summer phenomena. Harold Cary, manager of the American Tunaboat Association, insisted that the withdrawal was a pause "to adjust inventory to demand," and that the matter of price was not involved in the action.

But reports from the eastern market, which right now seems to be the main battleground for favor of the housewife, were to the effect that foreign packs were present in great abundance, and at less cost than West Coast canners had to ask for their product.

All this sounded like so much talk to a great many in the fleet that was forced to stay in port because there was no

(*Continued on page 26*)

Good Advertising

Photos, such as this one (tuna salad) are recognized factors in upping consumption of fish, regardless of whether they appear in coastal regions or in the middlewest. National Fisheries Institute is a pioneer in this sort of public education, never misses a bet to "plant" one with magazines or newspapers. It's paying off.

EBB 'N FLOW

NEW TUNA CLIPPER

Santa Anita:

Captain Wendell Fernandes, Chief Engineer Campbell and the crew of twelve bid farewell to the Mississippi River Saturday, September 17, as the latest tuna clipper, the *Santa Anita*, left for the fishing grounds off the Galapagos Islands. Built by the Avondale Marine Ways, Incorporated, of New Orleans, Louisiana, the 121′ vessel was launched September 1. Her sponsor, Mrs. Anita Fernandes, for whom the vessel was named, came from San Diego, California, to christen the *Santa Anita*. Designed by G. Bruce Newby, the *Santa Anita* averaged 12.4 miles per hour on her trip through the Gulf of Mexico, Panama Canal and Pacific to the fishing grounds. She is 28′ wide with a 13′3″ depth, powered by a 900 h.p. General Motors diesel with a 2½ to 1 reduction gear. Two 75 k.w. Superior diesel engine driven generators provide power for the four Worthington Ammonia Compressors, and large bait water pumps, anchor windlass and cargo hoist. Even with the large motor and the two generators the engine room is roomy and efficiently arranged.

The *Santa Anita* has thirteen large bait and fish tanks with a capacity of 224 tons of frozen tuna. The inside of these tanks have been sandblasted and coated with zinc sprayed on to a thickness that will eliminate corrosion and deterioration for at least 15 years. All quarters, pilot house, chart room and chapel are finished in mahogany plywood, with solid mahogany built-in furniture. Many locker spaces and storage compartments provide adequate room for the Crew's personal effects. Two large refrigerated rooms, one for meat, and one for vegetables, are capable of storing a three months supply of perishable food. Oil and water tanks are sufficiently large enough to give the vessel a 10,000 mile cruising range.

A mahogany speed boat and two net boats, all built by Avondale, grace the upper deck. All the latest fishing gear has been assembled and the captain expects to complete his first trip in six weeks.

The *Santa Anita* was the eighth tuna clipper completed by the Avondale Marine Ways, Incorporated, since 1946.

OVER THE TOP

Record:

Monterey's sardine fleet went to town. By the end of the third week in September, it had 3,205 tons more in the canneries than the total take last year, when the figure stood at 34,934 tons.

Another Newcomer

Sister ship of *Excalibur*, and *Sea Magic* is the *Santa Anita*, another Avondale of New Orleans creation. Currently, she is making her maiden fishing trip, is expected to dock at San Diego before end of November.

The record also topped, at 38,139 tons, all of the 1946-47 season and the 1947-48 seasons. In 1946-47 the catch was 9,384, while the 1947-48 season ended with 26,787 tons. And the catching of this tonnage occurred during the first twelve days of actual fishing. The season's catch, which was marked by large fish of singularly excellent quality, had been worth $1,385,930 to local fishermen and boat owners. More than $800,000 of this take came from early September fishing at a $35 a ton rate. More, the fish were still visiting Monterey waters in hordes. It was fairly-well established that the sardine had returned to Monterey in numbers comparable to the 1945 season.

CURTAILMENT

Halted Production:

Early in the month Sun Harbor Packing Company and Westgate Sea Products, both of San Diego, California, decided not to authorize any more fishing trips by the local fleet until a more thorough inventory of stocks on hand could be determined. Later, High Seas Tuna Packing Company and San Diego Packing Company, also of San Diego, followed the lead. The demand for tuna products, according to the reason given, had slumped off with the end of the summer season, and the canneries wanted to keep the demand up with the supply. Later still, Van Camp Sea Food Company of the Border City, joined the group. In Van Camp's case the company said it had put itself in position to terminate purchases if and when yearly market conditions require such action. In other words, Van Camp's said that any of its fleet arriving in port before September 20 may start another cruise for fish only during the 10 days to follow. Extension, therefore, of the time of tuna boat departure would reach to October 1.

Albacore Down:

Meanwhile, four San Diego canneries put a skid under the price of albacore. The fish would be paid for at a price of $350 a ton instead of the $400 price, they agreed. They were Van Camps, High Seas, Peoples Packing Corporation, and San Diego Packing Company. But that wasn't all. Sun Harbor Packing Company and Westgate were not buying albacore at any price. There was not much misfortune involved, however. The season was about ended.

Calmer Seas:

But on the heels of the many changes, several individuals benefited. They were Van Camp employes—five of them—who received promotions in line with that firm's policy of shoving deserving

(*Continued on page 43*)

(Ship Telephone Service is something which the average skipper takes for granted during these days of high-octane commercial fishing. But it wasn't always so, and, even though most of us take this extraordinary convenience rather matter-of-factly, few of us know the scenes behind-the-scenes. This little story, written for *Pan-American Fisherman* by A. V. Engel of Pacific Telephone and Telegraph Company in San Diego, California, goes into the background somewhat thoroughly.)

•

Outpost
KOU shore station

Come In, Please!

SHIP Telephone Service is a two-way telephone communication service between a telephone on land and a watercraft suitably equipped for radiotelephony, or between two such watercraft, carried on by means of the Telephone Company's land radiotelephone stations known as "Coastal Harbor Stations." The service has been provided to meet the requirements of coastal and harbor craft such as tugs, pilot boats, commercial fishing boats, yachts, etc., as well as ocean-going vessels when they are within range of Telephone Company land radiotelephone stations. It is available 24 hours a day.

Coastal Harbor Station KOU near San Pedro was established in March, 1936, to meet the service requirements of owners and operators of ship radio-telephone stations on watercraft operating in and out of ports and along the coastal waters of Southern California. Service through Station KOU is also furnished to owners and operators of vessels cruising the coastal waters of lower California, dependent upon the ability of ship radiotelephone stations on such vessels to conduct satisfactory communications from a transmission standpoint. Performance in radiotelephony is subject to atmospheric conditions, range limitations of the assigned frequencies allocated for the service, and operating efficiency of both shore and ship stations. Bell System shore stations are located at points on the coastline where they may best service the requirements of all concerned. These stations, with 400-watt transmitters, have generally an effective daylight range of about 200 or 300 miles over water. At night the range increases somewhat, but either day or night these ranges may vary materially with local conditions. As the range over land is materially less than over water, both transmitting and receiving shore stations are located near the water's edge.

In Southern California water involving the harbor districts of Santa Barbara, Santa Monica, San Pedro, Long Beach, Newport, and San Diego, there are a total of 2,000 radiotelephone equipped vessels. The San Pedro Station KOU is situated in the Palos Verdes Hills overlooking the ocean, more than 20 miles from Los Angeles which is the remote control point for the station's transmitter and receivers. The technical operator and the traffic (marine) operator who actually handle the calls are both at the central office in Los Angeles.

Ship-to-shore radiotelephone service was first put into operation in 1929 between the S. S. Leviathan and the transmitting and receiving stations of the American Telephone and Telegraph Company in New Jersey. Today, the American Company's stations on the Atlantic and Pacific coasts provide radiotelephone service to more than a score of liners throughout their voyages on both oceans, and conversations between their passengers and persons in the United States are daily occurrences.

Ship telephone service carried on by means of coastal harbor radiotelephone stations, the subject under discussion here, is entirely separate and distinct from the American Company's long-range service to ocean liners. As implied by the terminology "Coastal Harbor," the range of the shore stations and more particularly the low power radiotelephone transmitters on small vessels is limited to the coastal and harbor waters in which coastal shipping and pleasure craft ply. Ship telephone service through coastal harbor stations is operated by the Bell and certain Independent connecting common carrier radiotelephone companies along the coasts adjoining the waters served. Its introduction and commercial development followed by some years the successful establishment of the much more powerful service to transoceanic vessels. In order to provide service to low powered radiotelephone stations on boats, several auxiliary receivers may be located at different points along the shore. For example, in giving a complete coverage in Southern California coastal harbor waters there are in addition to the main receiver at San Pedro, two unattended receivers, one located near San Diego on the south and one near Ventura on the north.

THESE unattended receivers are generally mounted in appropriate weatherproof housing boxes on the vertical antenna poles located at different points, so that all of San Diego harbor district and the coastal waters between San Diego and about one-half way to San Francisco are in range of a 25-watt ship's radiotelephone set. While the shore facilities necessary for ship telephone service are proviedd by Bell System Companies and Independent connecting common carrier radiotelephone companies, the radiotelephone apparatus on boats are provide by the owners of the boats.

Over a dozen different concerns are building various types of radiotelephones suitable for marine use, varying from 5 to 500 watts in power. The prices of the equipment installed range from a few hundred to a couple of thousand dollars or more, depending on the type of equipment, the number of trans-

(Continued on page 34)

THE DANFORTH ANCHOR

("A stake driven into the ground through the boat's gunwale was one of the earliest methods of anchoring boats. The next step was the use of one or more stones tied together with fibre ropes; later, wooden hooks were added to the stones. The 'common' or 'old-fashioned' type of anchor has been used since 750 B. C., and is designed on the same basic principle as the Chinese or Malayan type anchor, but has the stock or cross piece at the forward end. The stock is necessary to turn the flukes down so that they will bite into the ground. In the early days these anchors were usually made by forging heavy hammers and many defects occurred." So says R. S. Danforth, inventor of the Danforth anchor, in his informative brochure, *History, Selection and Use of Anchors*. Here's a bit on the subject of the anchor.)

•

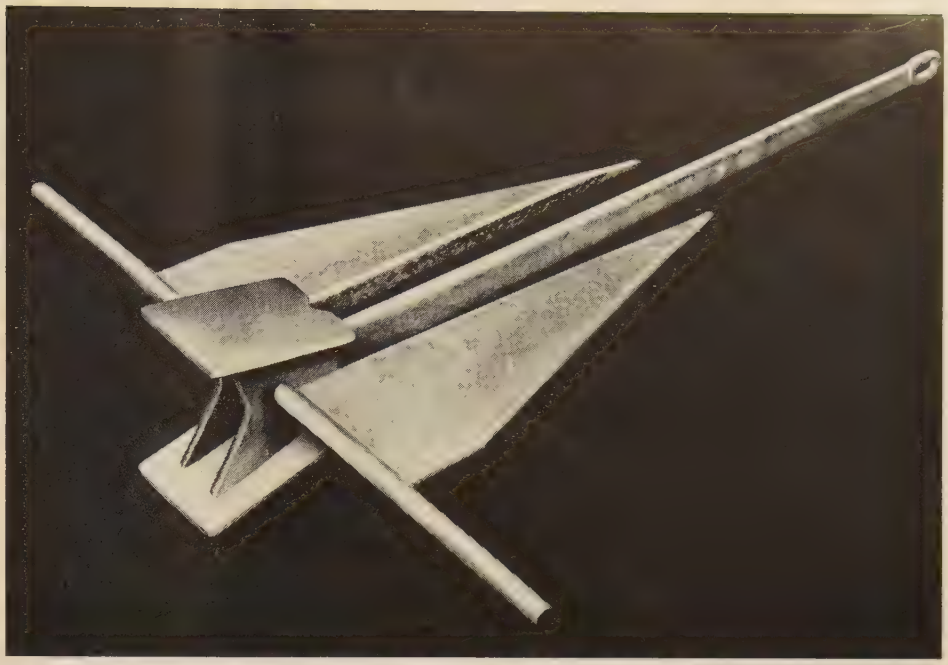
RICHARD S. DANFORTH, who has sailed a boat since his boyhood in Maine, likes occasionally to sail single-handed. The problem of handling his 40-ft. Alden Sloop *Gitana* and wrestling a heavy anchor in emergencies germinated the idea of a light anchor with great holding power. Danforth, who is also an engineer, worked with the idea of creating a design which would utilize the resistance of the holding ground and developed the Danforth Anchor.

The current 10th Anniversary Model of the Danforth "Standard" Anchor, is an adaptation of the original design idea. It has been made possible by improved manufacturing techniques and the use of stronger and tougher materials. Flukes are fabricated from alloy plate instead of cast steel. Shanks are drop forgings and stocks are one piece seamless steel. The result is better appearance, a further reduction in weight and increased holding power. The new Standard model is said to catch immediately, even in soft, soupy mud. It breaks out easier and comes up cleaner.

Sizes range from 15 to 85 lbs. Other models come in sizes from 2½ to 20,000 lbs. Fisherman interested in more information about the Danforth are invited to write for an interesting new illustrated brochure entitled *History, Selection and Use of Anchors* written by R. S. Danforth, member of the Society of Naval Architects and Marine Engineers.

The booklet traces the history and development of anchors from prehistoric and early Chinese times, dating from 2,000 B.C. Test data is included on modern types. A useful and practical chapter is that on the selection of anchors for commercial fishermen, yachtsmen, and naval architects. Data is given for kedge, stockless, and modern types of anchors for boats up to 200 ft.

CHARTED are anchor loads due to wind pressure, and simple apparatus to test and compare the holding power of anchors is described. Address requests for the free brochure to: R. S. Danforth, 2121 Allston Way, Berkeley 4, Calif.



Top Flight Merchandise

The Danforth anchor. Improved design incorporating features which are the result of ten years of experience and more than 8,000 tests made by the manufacturer and by independent authorities and government.

Inventor

Richard S. Danforth, inventor and manufacturer of the Danforth anchor, at the wheel of the *Gitana*, winner of the recent Pacific Coast championship series of five races, held August 17 through 21st, 1949. *Gitana* won the series by a substantial margin with a point score of 60 3/4. Danforth's *Gitana* also won the last Pacific Coast championship, held in 1939.

Jeanette Branin:

Little Mrs. History

("Janie" Branin, a little lady of much talent, has endeared herself to San Diego, California, in more than one way, and the nice part about it is that she has managed to make a living by virtue of doing so. While she is relentlessly interested in San Diego history overall, she also is probably the best known authority of the history of the tuna industry here. The following story deals with her background.)

•

By DOROTHY HARVEY
Marine Press Contributing Editor

NOT long ago we happened to read a feature story in one of our local newspapers that was an account of an historical incident—but it was History With A Difference. For while the fact were authentic, the narrative was sprightly with humor, and a blend of affectionate sarcasm and impudent respect. It gave evidence of painstaking research, but far from being a dull recital of facts and dates, it made downright interesting reading.

A little more research and we discovered this: the Irish daughter of a middlewest cattle rancher is an authority on the Spanish era of this seacoast city—a native Kansan is well on her way to becoming an accepted chronicler of the comedy and drama which streak intriguingly through the history of California's first settlement.

An unwavering love for the city of San Diego is directly responsible for the position that Jeanette Wellman Branin now holds among local researchers, jouralists, and narrators. That combined with curiosity about things past, and a flair for writing, has in an understandable fashion drawn her back down the paths of time to the scenes that used to be.

Jeanette was born forty years ago in the very small college town of Sterling, Kansas. Her mother was the village beauty, a born-in-Ireland colleen whose black eyes indicated the strain of Spanish blood common to the north Irish. Her father was a practical, matter-of-fact Englishman, who had built a small timberclaim homestead to a 5,000 acre cattle ranch. From her father she inherited a forthright, down-to-brass-tacks approach to all subjects. This is a trait she regrets, explaining that no woman likes to be praised for "common sense" and that it's a lot more fun to be impulsive than analytic. From her mother she received her imagination, curiosity, and this admonition: "Don't ever vegetate, Janie. Don't be a vegetable, mentally. As long as you're interested in learning something new, you'll never be bored."

"Janie," as family and intimates call her, is a little chagrined to admit how she started writing. "It's so prosaic!" she says. And it is routine: as reporter for her high school paper. From that she progressed to feature editor, then assistant editor. In her home-town college she followed the same pattern for two years.

By this time the Wellmans were convinced that their eldest was ready to receive professional instruction in journalism, so the University of Kansas was selected. Once on campus, she discovered that she lacked preparatory courses in English literature before she could qualify for the school of journalism. "My first class in literature was a revelation, and my teacher an inspiration I will never forget," she recalls. "In a matter of weeks I abandoned all desire to study journalism, and enrolled for every class in literature that was offered. The net result was that I graduated, four months before the great crash of 1929, with a degree in Victorian Poetry of the Romantic Era, and armed with that, went forth to face the world."

Following the example of her mother and grandmother, she taught school—English and Dramatics, which she loved, and Girls Physical Education, which she loathed. "It was a package deal: the English teacher always had coached girls' gym, therefore, I had to. I had always hated regimented exercise, so I sent away for some books on folk dances and we all learned them together. It was wonderful, and even if none of the girls improved their muscles, they got rhythm."

A few years later she came to California, and made a week-end visit to San Diego. She recalls that she stood on the Point Loma hills, looking at the ocean and the bay waters, and literally shook with thrills of excitement. "Cabrilho may have discovered the bay, way back in 1542. But in 1932, I discovered it all over again!"

It was love at first sight. "No native son nor daughter, accustomed to the brilliance and variety of the California coast, can possibly know the thrill that inlanders have upon coming here for the first time," she believes.

The week-end visit by now has stretched into seventeen years, but the same sights still have the power to stir. Fascinated by the historical pre-eminence of the city and county, she toured, and read, and studied. Eventually she came across Smythe's History of San Diego, which carries local history up to 1907, and uses it constantly as inspiration and source. In his foreword, the author penned these lines: "Here we are building a mighty city as an everlasting monument to the Pilgrim Fathers of the West. To the men and women of a later time, as to those of today, I would say: Guard well the City's fame, and the fame of the men whose toils and sacrifices gave it birth." To her this seemed a personal challenge, and to the perpetuation of past glories she dedicated herself.

JEANETTE was doing volunteer work for the local Red Cross chapter when war first broke out, and when the Red Cross Blood Donor Center was established she was moved in as director of publicity. It was a task for an untried writer, for the center had a daily quota of 260 pints of plasma which had to be supplied to actual battlefields. Ways to persuade people to donate their blood became an obsession. Every group in town was contacted: aircraft factories, women's clubs, fish canneries, service organizations. "We did everything short of using bear-traps" she recalls. She practiced what she preached, too, and still cherishes the silver pin on a red ribbon which proclaimed her a member of the "Gallon Club"—those who do-

(*Continued on page 25*)

Pacific Mackerel

Tagging Experiments

(Part Four)

The following is the fourth installment involving mackerel tagging experiments undertaken by the California Division of Fish and Game, and written by Donald H. Fry, Jr., and Phil Roedel. Preceding installments may be secured by writing to this magazine.)

FOR tracing inter-area movements and for studies involving returns over a period of years, the internal tag proved markedly superoior because of its permanence. Recoveries in the fifth year were not unusual and one was returned seven years and eleven months after release.

Attempts were made to determine the approximate location of catch for many of the magnet recoveries. This was done with some apparent degree of success with returns at canneries whose boats fished consistently in one area for a considerable length of time. That condition rarely held true, and as more knowledge was obtained as to the lag between delivery of a load and the time of recovery of tags on the magnets, it was found that the chances of error were great enough to invalidate results. Tests carried on in conjunction with the sardine program (Clark and Janssen 1945b) indicated that at Los Angeles Harbor 78-79 percent of the tags were recovered within five days after entering the reduction plant and 94-95 percent within ten days. The remainder appeared as much as 200 or more days later with about 1 percent not being recovered until the following season. Therefore, magnet returns must be regarded only as having originated in the fishing area of the port concerned probably from catches made within ten days.

There are no reduction plants at Newport Beach, but numbers of tags were found there during canning operations and part of the Newport offal was shipped to Los Angeles Harbor plants for processing. Los Angeles Harbor magnet recoveries thus included some tags from fish taken by the Newport fleet. The two ports are considered as a unit in this paper both because of this factor and because the Los Angeles fleet covers the entire area exploited by Newport Beach fishermen.

There were many possible sources of tag loss from the moment a marked fish entered a cannery until the metal scrap accumulated on the magnet was searched. Tags might become lodged in the canneries proper, or in the reduction plants before reaching the magnets. The magnets were not equally efficient and received varying degrees of care from plant personnel. Some tags were undoubtedly overlooked by the person examining the scrap. In addition, several canneries which did not have reduction plants sent the offal to outside firms at which there were no facilities for tag recovery. A measure of these losses among internal tags was essential if the data were to be used for other than a check on the movement of tagged individuals.

To determine the theoretical number of tags which would have been returned complete recovery had been accomplished thus required adjusting actual returns both for loss within magnet-equipped plants and for the proportion of the catch not passing over magnets. One part of the sardine tagging program involved measuring the loss of tags due to ineffectiveness of magnets and failure to find tags in the accumulated scrap metal (Clark and Janssen, 1945b). This was accomplished by tagging fish as they entered the reduction plant; any loss in the cannery proper consequently remained uncorrected. Mackerel tag returns were first weighted by the seasonal efficiency index of the plant concerned as determined from these tests, the index being the percentage of test tags recovered.

Equipment

Taggers carry gloves, for protection against fish's sharp spines, tablets, and other articles in kits of this nature.

The total number of recoveries at 100 percent magnet efficiency in a given month was then corrected for the proportion of the catch not passing over magnets.

These correction factors showed a wide variation in magnet efficiency from plant to plant and season to season. The percentage of the catch passing over magnets fluctuated as well. This was due in part to variations in the size of the Newport Beach fishery.

In some plants without magnets, tags were found by the cannery employees. Rewards were paid for these tags. In one plant with a magnet workers found a place where tags lodged before reaching the magnet. We soon stopped paying rewards for such tags because of the possibility that they would later be caught on the magnet. There was no evidence that the magnets were ever robbed for the sake of tag rewards. There were more test tags (distinguishable only by serial number) in the plants than there were "live tags" and no one ever attempted to turn in a test tag.

All recoveries made by cannery personnel have been disregarded in analyzing weighted returns. In theory, weighted magnet recoveries accounted for all the tags which were landed and any attempt to use other tags complicated the picture and contributed nothing. Nonmagnet recoveries were too sporadic to use; the efficiency of recovery could not be properly tested, and the numbers were too small to be significant.

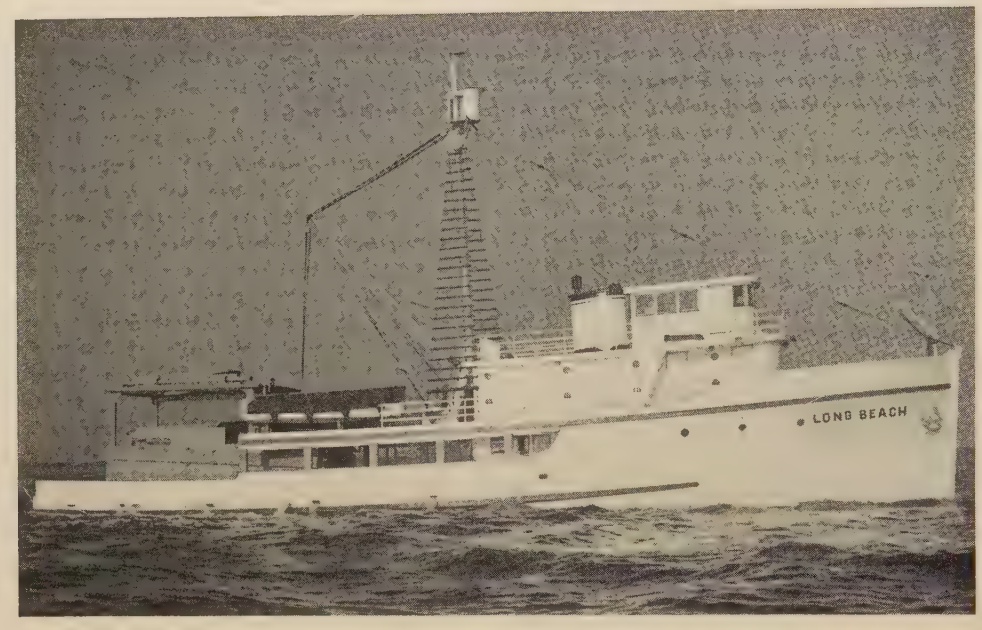
In some preliminary work, weighting was done on the basis of the monthly efficiency index of each plant. It was decided, however, that the complication introduced by the time lag between capture of the fish and recovery of the tag coupled with the fluctuation in observed magnet efficiencies over short time periods made the seasonal value a more reliable measure than the monthly. It can be argued that the general efficiency of the port over a season is a better measure than the efficiencies of the individual plants. However, the mackerel catch is not distributed evenly among plants. A few handle large quantities while others process only an occasional load. Under these circumstances, the individual plant index was adopted as the best measure.

By the close of the 1945-46 season, it was apparent that only scattered returns could be expected in the future. As a result, tests of magnet efficiency were not made in 1946-47, though the magnet scrap was searched for tags un-

(*Continued on page 36*)

New 100 FOOT TUNA *Clipper*

Nearing Completion



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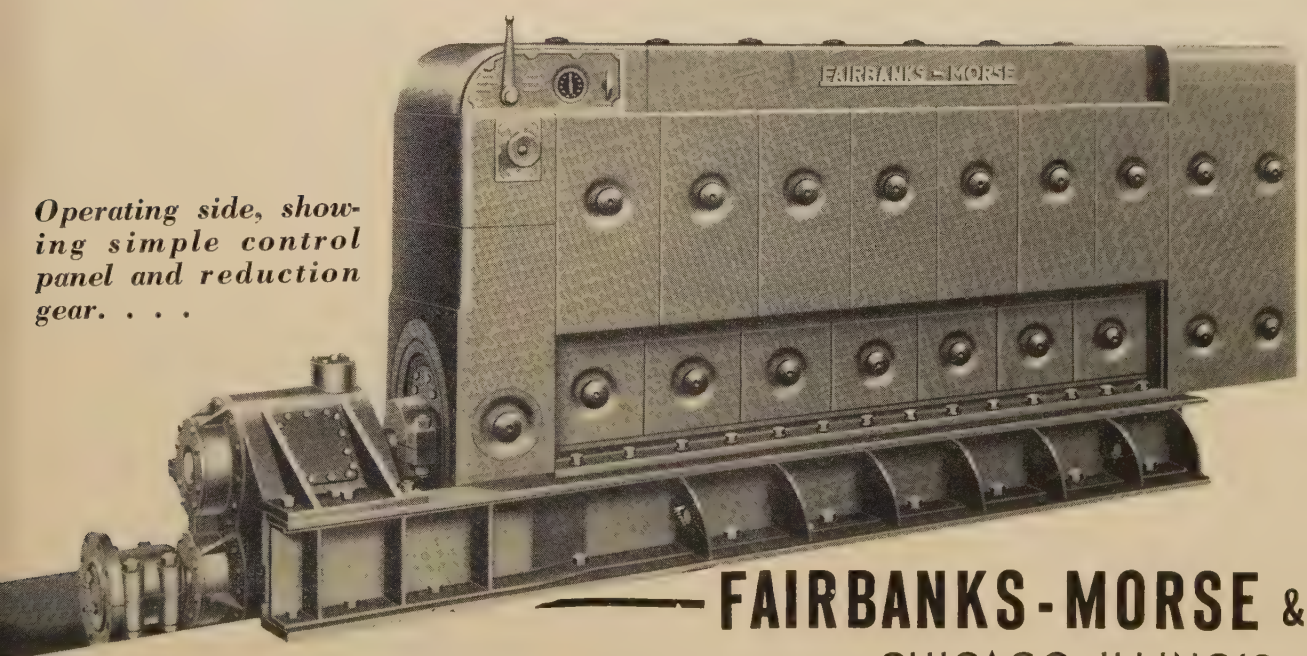

Operating side, showing simple control panel and reduction gear. . . .

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San Diego Observer

By SEYMOUR FRANCIS

CERTAINLY Great Britain's recent monetary shake-up is bound to have an effect on the commercial fishing industry, as well as upon any other economy. Devaluation of the British pound sterling from $4.03 to $2.80, and the following devaluation of currencies in more than twenty other countries raise the question as to the effect of these monetary changes upon the fishery industries of the United States. Presented in the simplest terms, the effect on United States fishery products prices and profits will be either: (1) A direct reaction by reason of increased imports, (2) An indirect reaction caused by the impact on the general United States economy, or, (3), A combination of both. Our friend Carl Tendick of the Marketing Division, United States Fish and Wildlife Service at San Pedro, California, has this to say of the situation, and it looks like a nail hit square on the head:

"The economics section of the branch of commercial fisheries does not believe that the direct effects will force major adjustments in the domestic fishery industries but that they may seriously affect some segments. For example, Canada, belonging to the dollar area, which ships large quantities of salt fish to countries belonging to the sterling area, may now find it profitable to expand its fillet production and consequently increase its offering of groundfish fillets in this country. Groundfish fillet production in Canada for marketing in the United States is encouraged by the devaluation of the Canadian dollar by 10 per cent. The relatively greater devaluation of the currency of Iceland and Norway—about 30 per cent—will place these countries in an even more advantageous position in the United States groundfish fillet market.

"Imports of canned fishery products from countries with devalued currencies will also be placed in a more favorable position. Representing a value of about $5,000,000 and an increase of about 600 per cent over 1947, may further increase due to the more favorable marketing situation created by the currency devaluation. Furthermore, some countries in the sterling area may be inclined to switch from the production of fresh, salt, or canned herring to the production of fish meal. Such other factors as supply and demand conditions peculiar to the marketing of individual species of fish or fishery products will condition the effects of the devaluation. In cases where our domestic demand is strong and the supply unchanged, the producers in devaluating countries would tend to receive the full benefit of the devaluation on products marketed in the United States. However, if these producers market more of the commodity, the effect of the increased supply will weaken our prices. On the other hand, however, if the devaluation results in higher wages and production costs in the various foreign countries, some of the advantages of the devaluation will be lost for these countries and correspondingly the competitive position of the United States will be less unfavorable. Also on the brighter side a large portion of the domestic fishery trade is supported by the natural advantages and the peculiarities of the United States production and consumption.

"United States exports of fishery products probably will be adversely affected, but since this trade has already suffered a great decline in 1948, the current devaluation will not have as noticeable an effect in this field. However, the slight increase in exports which has taken place the first part of this year will probably be wiped out since our fishery products will cost more in those countries which have devaluated their currencies. Even after the direct effect on fish prices is taken into account, the indirect effect of the devaluation must also be considered. Large parts of our economy, outside the fishery interests, may suffer price competition in this country, as well as setbacks on foreign markets, which may lower the price level in domestic trade."

MEXICO!

(*Continued from page 15*)

Subsistence fishing in Mexican waters is known to exist on a considerable scale but there are no estimates available as to its extent. It is believed that all this fishing is done on a most primitive scale and the bulk of it centers around the lagoon districts of Tamaulipas, Veracruz, Tabasco, Campeche, and southeastern Oaxaca and Chiapas. A lesser amount of subsistence fishing takes place along the long stretch of Pacific coast and around the Yucatan peninsula. The largest game fish catch in Mexican waters is taken around Coronado Island, off the northern coast of Lower California, by American sport fishermen operating out of United States ports in southern California, and Ensenada. This sport catch, which runs as high as 300,000 kilograms per annum, consists principally of Jackfish.

Guaymas on the coast of Sonora is the principal port of the Republic for sport fishing. Fishermen from the United States frequent Guaymas in great numbers during the winter season and it is considered that the Gulf of California area is one of the finest sport fishing grounds in the world because of the number of species inhabiting those waters. The total catch in the Gulf of California area is not known but is believed to run over 50,000 kilograms per year.

(*To be continued*)

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SILHOUETTE

(*Continued from page 20*)

nated eight pints. The center made its quota, to the shining credit of the people of San Diego, and received the Army-Navy "E." And about this time Jeannette was "hi-jacked," as she terms it.

The publicity director of the San Diego Chamber of Commerce was on military leave, and practically every man in town who knew one end of a news story from another had gone off to war. "One day I called the Chamber of Commerce to ask for some lists," she recalls, "and instead of telling me just to stop by any time, the manager insisted upon a definite appointment, which I thought a little odd and awfully formal. When I arrived for the appointment I was surrounded by the wheels of the organization who began by asking how I'd like to work for them. I just laughed girlishly — you know, ha ha ha who'd want me . . . until I saw they were serious. Then I said no, I like the job I had. I liked it very much. They mentioned salary, need of a woman's viewpoint, and the prestige of the organization. I still liked my old job. Then they said that if I took it I'd be the first woman in the 75-year history of the San Diego Chamber of Commerce to be a departmental manager. That did it. Just an out-and-out appeal to my ego, but it did it."

Her first day on the job was accompanied by panic such as she hadn't known since high school class play days. "I didn't know about anything but blood!" she says. During that first week of mental turmoil, a woman came in from El Cajon with a potato—an enormous, grotesque, there-ain't-no-such-animal potato. The woman had grown it, and thought the Chamber of Commerce should do a news story on it. A little bewildered as to how to write fascinatingly about a potato, Jeanette went into a huddle with the manager, and asked his advice. It was: "Young lady, this organization is not interested in freaks of nature. We are not interested in sunshine, oranges, nor geraniums, and we don't care if it rains cats and dogs. Our job is to further the development of the economic life of the city, its industry, and its commerce. Confine yourself to that."

So she walked into the business world, and found it enthralling. She was learning what few women ever have a chance to learn: what makes a city tick. What makes it falter on its path of progress, and what makes it leap ahead to the glorious destiny that Smythe prophesied. Committee meetings, weekly reports, city council meetings, all gave a wealth of material for news articles.

Early in 1945 she attended the launching of the *Triunfo*, at that time the largest tuna clipper to be built in San Diego since the war had begun. The master of ceremonies at that even referred to the *Triunfo* as the second ship bearing that name, and recalled that the first *Triunfo* had been taken over by the Navy early in the war, and later was reported as having been sunk in the South Pacific. Intrigued, Jeanette was at the office of the American Tunaboat Association early the next morning, asking "What in the world did the navy want with a tunaboat, and what was it doing in the South Pacific in a battle zone?" The answers she received furnished the basis of a whole series of radio programs and magazine articles on the importance of the tuna industry, and its contribution to the city's economy.

"Someday I am going to write a history of San Diego, taking up where Smythe left off," she declares. "And one of the most dramatic chapters will concern the enlistment of the fleet of 47 tuna clippers as "Yippee" boats for navy transport missions, and the transformation of 600 Portuguese-Americans from fishermen to sailors of the navy.

(*Continued on page 29*)

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INDUSTRY

(Continued from page 16)

market for what they could catch. Many of them, unfamiliar with market conditions in the east, had not realized that the supply lines had finally filled up, and then backed up, with the result that stored tuna was piling up faster than it could be sold. There was, as Cary said, an 'imbalance' between pack and sales, by which he meant, apparently, that the old law of supply and demand had at last fastened itself on the tuna industry.

ADJUSTMENT of all these factors to the satisfaction of the various groups in the tuna industry is not a thing that can be termed easy. And it's true that the proposed program of industry advertising and public relations will not solve all the problems. On top of that, it is conceivable that a strong sales merchandising program might bring some of the other problems into sharper focus. But with tuna moving onto American tables in ever-increasing amount those problems could be worked out.

Primarily, the present puzzle seems to be one of teaching the average American that tuna is a good food, so that an increasing amount will be used on American tables. That is neither so easy nor so difficult as it might seem.

Pioneer

One of the men directly responsible for the increase in fish consumption in the United States is Charles E. Jackson, General Manager of National Fisheries Institute. Jackson's tireless plugging for more advertising and promotions has proved his early foresight. (See (Birth of a Salesman.")

Studies by National Fisheries Institute show that, in 1937, the per capita consumption of fish and shellfish was 10.7 pounds. In 1947—ten years later—it had increased only .1 pound. In 1948, after the NFI program of advertising and publicity had had a chance to take effect, the consumption stood at an average of 11 pounds per capita—an increase in that one year three times greater than in the entire 1937-47 decade.

So far as 1949 is concerned, figures released by the government show that the first quarter sales were 10,000,000 pounds greater than for the corresponding 1948 period. In other words, the NFI program is inducing more people to eat more fish.

Basically, the American people are an agricultural nation, and they long have looked to the fields and ranges for their food. This is true especially in the great inland areas away from the coasts, and it is in those areas that, apparently, the greatest educational effort must be made.

Studies made by the Fish and Wildlife Service of the Department of Interior indicate that any program of education must get pretty basic, with ad-

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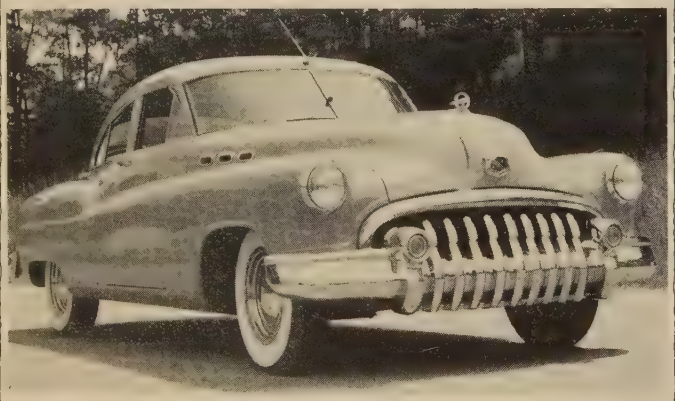

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vertisements and articles that will tell the housewife to use tuna, and then tell her how to prepare it in ways that will be popular with her family.

The program will have to induce nearly half the housewives of the nation to try fish. Only about 56 per cent of Americans eat sea food, which leaves a healthy slice to go after and gives an indication of the rewards awaiting a strong merchandiser.

In going after this chunk of business, and in expanding its sales among the nation's fish eaters, the program must be aimed at several targets. There's the problem of getting the housewive to ask for "tuna," and not just for fish. There's the problem of overcoming what seems to be a psychological objection to sea food, based many times on what are frankly unappetizing names and appearance. The name "toadfish," for example, inspires no picture of a delicate, tender, palate-tickling sea food. Yet that same toadfish, under such names as "capon of the sea," "sea squab," or "ocean squab" has hordes of admirers.

There's the problem of doing a "tie-in" job to take advantage of the NFI advertising and public relations program. NFI's advertising budget has been increasing each year since its inception,

(*Continued on next page*)

Appetizing

National Fisheries Institute's iron-bound belief that the housewife must be further educated to the nutritional values of fish has resulted in pictures such as the above being widely-used by food editors, and, in many instances, they are bolstered by timely radio programs, which inform the listening public as to when and where they will appear, and in what publication.

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West Coast Plugger

Mal Xavier, West Coast representative of National Fisheries Institute, whose duty it is to keep the promotoinal ball going in his particular territory. In addition to his duties involving NFI membership, Xavier keeps up a continual barrage directed at the housewife.

and the organization currently is winding up its biggest year, from the standpoint of such expenditures. For the year ending in November, NFI will have spent $300,000, twice the amount it spent during its first year of existence. The institute has hammered at the housewife with color ads in women's magazines, it has plugged fish recipes in local newspaper food columns, and has provided fish facts and recipes for radio columnists.

That promotion has been based on several approaches: fish are inexpensive, easy to prepare, nutritious.

Other industry associations, such as the Gloucester Fisheries Association and the Wisconsin Fish Dealers Association, have stepped up their own advertising appropriations, and some local firms have accelerated their sales efforts. From San Diego, for example, Sun Harbor has been doing a job in such eastern markets as Buffalo, Binghamton, Elmira and surrounding areas in New York, and there are indications the program will be expanded. Westgate in San Diego is putting more stress on its sales effort, too, and there are some signals that other packers on the West Coast are planning to augment their expenditures.

Conferences have been held over a period of several months looking to an industry-wide program that will plug tuna. Such a program cannot help but augment the NFI activities, with the added feature that it will focus the housewive's attention directly on the California product. An overwhelming majority of California canners voted at their recent state convention to support the movement, although the details remain to be worked out. One of the early stumbling blocks—how to split the cost—has been eliminated, apparently, with general agreement on this scale:

$2 from the canners, $1 from the boat owners, $1 from the unions, on a tonnage basis. This will add up to a respectable total over a year's time. It will put a smart salesman to work. And since the tuna industry, along with most other industries, is back in a "salesman's market," that's all to the good.

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SILHOUETTE

(*Continued from page 25*)
And I will record this, which I consider a remarkable coincidence:

"In September of 1542 a bold Portugese navigator, Juan Rodriguez Cabrillo, searching for a passage to the Indies, ventured north along the California coast. To escape a storm, he guided his two small vessels, the Victoria and the San Salvador, into a harbor at latitude 32½, longitude 117. He thus became the first white man to set eyes upon the blue, sun-flecked waters of San Diego bay.

"In February of 1942, just 400 years after Cabrillo's visit, nearly 600 suntanned, big-shouldered, keen-eyed United States citizens of Portuguese ancestry sailed out of San Diego harbor with a fleet of tuna boats to defend the land that their countryman had discovered and that their ancestors had adopted."

(*Continued on next page*)

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Milady

By DOROTHY HARVEY

IN line with the suddenly healthy interest among canners and fishermen regarding the education of Mr. and Mrs. America in the matter of eating more seafood, I want to put in my two cents worth on the subject of recipes. Featuring recipes on any edible is still an outstanding medium to increase sales, even though it has been going on for some hundreds of years, and admittedly is a not too startling method. This is true in the cases of both retailer and wholesaler, and it's my firm conviction that when and if fish consumption is boosted in this country, recipes will have a hand in the increase. Not only can recipes disclose the various manners in which good foods can be served, but they also aid in introducing obscure but excellent products. Then, too, there is an adventurous spirit involved. How to attractively, conveniently and economically prepare new dishes is always welcomed by the average American housewife; when indeed she comes up with a delicious new preparation to serve the old man, when he slumps in for the evening meal, it gives her satisfaction.

One firm, located in the middle west, has shown a singularly enterprising spirit in handling its recipe program. Its merchandising of fishery products has hit the bull's-eye, and deals each week with the subject of just how its special can be used to best advantage. Available and free and displayed in a prominent location for customers to take is a 3 x 5-inch card on which is printed information of the *Fish of the Week*, along with a kitchen-tested recipe on how it can be prepared. Half of the card which, incidentally, is printed in very attractive colors, is devoted to trade mark and firm advertising. Plastic cards, easily cleaned and soil proof, would be excellent for the identical purpose.

A recent copy of *Food Topics*, a food magazine, reports that a big chain store has set up and is going to maintain a customer recipe board in a prominent position. Provided by suppliers, these will be hung from their respective hooks, where a sign will call attention, and invite the customer to take home whatever recipe meets her fancy. Another chain store utilizes an especially-designed rack in recipe service. "The recipe rack has definitely boosted sales. It enables the self-service operator to help customers to serve themselves better," says the management. As an example of how the fishing industry is missing bets a look may be had at the many packages of fish fillets currently appearing in stores. These are wrapped in cellophane, and offer no explanation as to how they may be served or prepared, and some of the species, moreover, are unknown, or very little known, to the average consumer. At little cost to the producer, a small inserted recipe could accompany this fish; it would readily inform the purchaser of how the product could be prepared.

NATURALLY, it would be important for the recipes to be simple and rigidly kitchen-tested. Provided with a recipe card or small, easy-to-read leaflet, the house wife can take along her fish purchase with the thought in mind of concocting a new one for the family, and, if it is accepted by her family, then the consumption is on the way that much further. The United States Fish and Wildlife Service has broken a lot of ice in the matter of recipes. It has prepared a great number of simple, kitchen-tested recipes covering the basic methods of fishery cookery. Copies of these recipes, which may be reproduced by the trade, are available to trade interests free upon request from FWS at Washington, D. C.

One way for these to get into the households of the nation would be to stock them in cannery warehouses, in broker's offices, and in the offices of various associations allied to commercial fishing. Then, in company with various advertising campaigns, they could be mailed to several million outlets.

Terminal Tidings

By JERRY LEE PECHT

ACCORDING to all I can learn here in San Pedro, Calif., the so-called Herring Meeting, which last month was called by the Food and Agriculture Organization of the United Nations and which wrapped up a week's confab at The Hague, Netherlands, was concerned with not much more than a diagnoses of the herring industry. But the action had one importance in that, if for no other reason, it constituted the initial meeting staged by FAO on this food commodity that occupies such an important position in the economic existence of so many countries. Producing countries, of course, were the sole ones to get invitations to the meeting, in that it was felt that industrial problems could stand investigation first, and much more profitably, by participants engaged in actual production, processing and marketing. Future discussions, naturally, will include consumer countries, as will also the nations concerned with sardines and other species of the herring family, according to FAO.

Although the myriad processes and the catching techniques utilized in the preparation of herring for sale to the consumer were thoroughly eyed at the meeting, a great deal of emphasis was centered on the economic problems of the industry. Consumption decline, loss of historical markets, (particularly of those involving salted herring) and disruption of international trade were among the subjects picked apart. In that a number of the most important herring producers are small countries with minority populations, and, as such, are obviously incapable of absorbing the available herring catch, the trade aspect appears to have been the most important of the subjects analyzed. To bolster their trade and make money from it, these countries, of necessity, must rely heavily on export markets to keep up the grind.

Perhaps the most outstanding challenge to the producers is one calling for improvement of the technical processes to turn out a product that will find a ready palate among people accustomed to eating herring, and one that also is designed to nail the consumer less familiar with herring products. The herring, being a relatively cheap food, does not lend itself to various processes or to packaging and to types of transportation, which could up the price considerably. One recommendation of the delegates was that market research be carried out by the FAO secretariat in areas where herring, by tradition, represents a part of the daily diet. If consumer demand were more carefully studied, and greater publicity and education given to the nutritional value of herring products, sizable increases may definitely be possible, it was felt. There is, of course, a drawback here, and one which, regardless of what the herring planners contend, cannot be avoided, as evidence brought before the meeting disclosed. That is to say that, even if such attempts are pressed to success, the entire outlet that is necessary for an increasing herring production cannot be found in traditional markets. This means that markets concerning the "potentials" be plumbed on a much broader basis. True, the meeting recommended a study of the dietary need for nutrients contained in herring, and went on to indicate that, as one of the most salient steps, a study must be made of methods to process herring into a form that might be more acceptable to Asian and African palates. To translate this nutrient need into pressing consumer demand, to be sure, entails study. But there is no use in beating around the proverbial bush: not only must herring be put up in different forms, but it will take a whale of an advertising and promotional campaign to get it rolling to a point wherein it startles the commercial fishing markets, and begins to make inroads in the consumer demands on a hundred other species of fish.

WHETHER the meeting itself accomplished something worthwhile is, indeed, a foggy issue at present. Nothing world-shaking apparently came out of it, but certainly the herring industry was given an on-the-nose diagnosis.

SILHOUETTE

(*Continued from page 29*)

Jeanette's research into the tuna industry led naturally to a study of the Portuguese colony and the Festival of Saint Isabel, which she featured on her weekly radio program. An account of the festival was ended with these remarks: "Thus is the wish of Isabel, Queen of Portugal, carried out in San Diego, more than six hundred years after her death. Saint Isabel, we should have called her, for her deeds of love and compassion and heroism caused her to be canonized by Pope Urban the VIII in 1625. Her memory is kept green by her faithful people, and of all the places on the earth where the Portuguese gather this Sunday, no place will be more appropriate than here on the shores of Point Loma, where San Diego began because a man of Portugal sought shelter in the harbor over four hundred years ago."

After three years on the Chamber of Commerce job, she made a practical analysis of what she had and what she wanted. What she had was an interesting, exciting career: what she wanted was a home of her own, and a family. She had met just the man to provide

(*Continued on page 33*)

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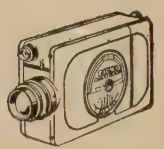
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SILHOUETTE

(*Continued from page 30*)

them both: Pat Branin, an account executive with KGB. "That was the best publicity campaign I ever put on," she declares, "convincing Branin that he, too, wanted a home, a family, and me!" On March 1, 1947, Jeanette announced her engagement, on April 1 she was given a farewell party by the Chamber of Commerce staff, and on May 1 she became Mrs. Pat Branin.

They decided on a whole new life: no routine, no time-clocks, no bosses. They shared the dream of every writer, that they could free-lance successfully. Pat had been diverted from his first talent, cartooning: now he resumed it, and in six months had the satisfaction of seeing Branin cartoons in many publications, all the way from the New York "Gourmet," through the middlewestern favorite "Household," to the west coast "Western Family." They began collaborating on illustrated articles, Jeannette writing the stories, Pat doing the cartooning. Among local accounts is the "Farmers Market Village," a one-stop

(*Continued on page 44*)

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Golden Gate

By JOHN Q. ALLEN

THE Pacific Marine Fisheries Commission, which wound up a two-day confab in San Francisco on September 8, is to be commended, not only for its activities in the past, but for a good piece of business on its latest junket. Treaties, of course, occupied much of the delegates' time, however, they extended an invitation to the territories of Hawaii and Alaska, as well as Mexico and Canada to join the Commission. The organization, which deals mostly with problems peculiar to the commercial fishing industry, is composed of representatives from Washington, Oregon and California. But it is a recommending body that counts on the legislatures of the three states to pass any measures it calls for.

Chief among the September meeting's recommendations was one that rang a bell. Richard S. Croker, Chairman of the Commission and Chief of the Marine Fisheries of California, told the group that it was vital for the Commission to widen its scope to include the two territories and two foreign nations. Any tuna studies or recommendations made on tuna would be practically worthless without data from Hawaii, and the same applied to Alaska and Canada, in the case of salmon, he said. Preliminary plans, the group learned, had been drawn up for marking several million salmon as soon as the three states were ready. Clues on the weight, growth and habits of salmon have been sought by virtue of clipping their fins in a distinctive manner. Alvin Johnson, Director of Washington Fisheries, then sounded a warning. Farmers, he said, who put strong chemicals in irrigation ditches to kill weeds were endangering salmon on spawning grounds. He added that excessive use of water in the state of California was isolating the salmon in depleted mountain streams. Dr. W. M. Chapman, Assistant Undersecretary of State for fisheries, commented on the renewal of fishing treaties with Costa Rica and Mexico. The treaties, he told the conclave, would carry the same terms, essentially, as in former years. The international halibut treaty was discussed and clarified by Chapman also, and he wound up his report by suggesting that sable fish should be eliminated from halibut treaties.

•

People who spend time around water are very likely to be called on at sometime or another to give artificial respiration to a drowning person. Proper action can save a life. It is therefore important that something about the various lifesaving methods and their application be known before such an occasion should arise. The Fish and Wildlife Service has available a sound, black and white, motion picture entitled "Lifesaving," which shows how to save a victim from drowning. Copies of this film may be borrowed free of charge from its Washington, Seattle, Boston, or Ketchikan offices.

•

A BOOKLET recently prepared by the U. S. Coast Guard, designed to give the average person some instruction in the latest approved methods, illustrates and gives brief descriptions of the various methods and their application, as well as covering the important factors in the prevention and treatment of shock. "Methods of Artificial Respiration," prepared by the Chief Medical Officer, United States Coast Guard, may be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for 10 cents per copy.

Incidentally, the California Statistical Report of Fresh and Canned Fishery Products for the 1948 and for the sardine season, 1948-49 has been issued as Circular No. 23 by the California Bureau of Marine Fisheries. The tables show the landings of all fish and shellfish by main fishing areas, including the amount of pilchards landed as well as the production of canned sardines and sardine meal and oil, with comparisons for previous years.

ETHER

(Continued from page 18)

mitting frequencies available, the power and other factors. Many of the smaller types of equipment take up scarcely more room than a medium sized home radio broadcast receiver, and the necessary power is provided by a small rotary converter which operates the ship's power system.

The range of these radiotelephones varies materially, but even the smaller ones can generally reach 50 miles or more over water and some of them have a range of several hundred miles. Before a ship used radiotelephone station can be installed on board a vessel, it is necessary for the boat owner to obtain license authority from the Federal Communications Commission at Washington, D. C. This license, if granted is generally for a three-to-five year period of time and with the authority given is an assignment of station call signs, such as "WA-3429." These call signs are in a sense a telephone number.

The question is frequently asked as to whether a technical radio man is required for operation of a radiotelephone station on a boat. There is no such requirement; but it is necessary, in addition to the station license, for someone on the boat to secure a restricted radiotelephone operator's license from the Federal Communications Commission, which requires a knowledge of a few basic laws and regulations relating to the operating of radiotelephone equipment, and conduct of communications on the air as administered by the Federal Government.

When a boat is first equipped with a radiotelephone station, the owner ordinarily informs the telephone company, so that the necessary information for handling calls can be posted on the company's records and an account established for service through Bell System Stations. Calls from anywhere in the United States may be placed for any boat equipped for service. All that is necessary is for the calling person to give the long distance operator the name of the boat and its probable location, so that the call may be routed to the proper marine operator. The call is then received on the boat through a loudspeaker or, if the boat is equipped with selective ringing, the bell on the boat desired is rung by the operator. The two parties are then connected over the radiotelephone and conversation takes place in the usual way.

Two classes of ship telephone service are offered through the Bell System's shore stations: General Service and Dispatching Service. Some ship owners find that their calls are of random nature, made to or received from different people at different land telephones. General Service is recommended for this type of usage. In addition to connections between land telephones and vessels it also provides for connections between ships which is another type of operation that coastal and harbor stations are capable of conducting. Calls from telephones on land are routed via the company's radiotelephone station, which, with respect to the vessel, is the nearest available.

Dispatching Service is provided to meet the requirements of ship owners, particularly commercial vessel operators, who find that their communication requirements are principally between their boats and a particular land telephone, such as the home office, a tug dispatcher, etc. Dispatching Service is a contract service through a designated land radiotelephone station of the Telephone Company between a designated dispatching office of a subscriber or alternate land telephone station and boats owned or operated by the subscriber.

ANOTHER interesting phase of the service rendered by the Bell Company's stations to ships at sea is the transmission twice daily of United States Weather Bureau reports, together with related marine reports. In addition, storm warnings or warnings of danger to navigation are transmitted immediate-

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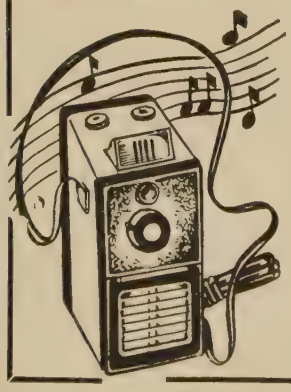

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Mackerel Tagging

(Continued from page 21)

til the end of that season. No attempt was made to recover tags in the following seasons.

The correction factors derived from tests of magnet efficiency did not account for any loss which might have been sustained in the canneries proper before the offal reached the reduction pits. The final analysis of sardine tag returns indicated that the recovery rate was as high from sardines used for canning as from those used for whole reduction. It did not necessarily follow that cannery loss was negligible for mackerel, and the discovery of a number of tags entrapped in a cannery sump showed that the error introduced by correcting only for reduction plant loss might be appreciable. Tests were designed to measure the extent of loss along the canning lines and a few experiments of two types were carried out in the fall of 1940. The first involved insertion of tags into fish as they entered the cannery rather than when they reached the reduction pit. This means was not satisfactory, for the tags lay free in the body cavity whereas they became encysted in the great majority of living fish. Consequently, there was a greater chance of a test tag becoming lost along the canning line. In the second type, marked survivors of holding experiments designed to measure tagging mortality were placed in the canning lines. While these tests duplicated the conditions encountered by tagged fish in the commercial catch, the number of individuals available was very small. In any event, it did not prove possible to carry out more than preliminary experiments as the plant operators objected on the grounds that there was too much danger of tags inadvertently entering the pack. (It is interesting in this connection to note that the operators' fear of suit in the event of a purchaser finding a tag in the pack was confined to tags introduced into fish already in their possession. A tag from a fish marked in the sea was considered an event beyond their control and hence not subject to legal action. We did receive one tag found in a can by a consumer.)

IN all, six tests involving the insertion of tags into dead fish and seven involving the survivors of holding experiments were made in conjunction with the usual tests of magnet efficiency. On the six occasions when all three tests were made simultaneously, 77 percent of the tags were recovered from the 287 inserted in the usual manner into fish in the reduction pits. Tags from 62.1 percent of the 182 survivors

of the holding experiments were recovered, but only 51.6 percent of the 294 tags inserted into dead fish. These experiments were run at two plants, each a large producer of canned mackerel. At one plant, returns from holding experiment fish were nearly as good as returns from the reduction plant tests but the disparity at the second plant was far greater. The seventh experiment, involving only the standard test and holding experiment fish was made at a third plant and gave roughly equal returns from both tests. Variations in the physical layouts of the plants and in the care with which the fish were cleaned undoubtedly determined the amount of tag loss during canning.

In 1940 and 1941, over 1,600 fish were marked with both opercular and internal tags. It was felt that magnet returns from these double-tagged individuals would give a measure of tag loss independent of that determined from the standard tests. In deriving this measure, the loss of one tag was assumed to be entirely independent of the loss of the other, both in the ocean and in the cannery, except for natural and tagging mortality. From the total number of double-tagged fish entering the canneries at which there were facilities for tag recovery, we recovered only internal tags from some individuals, only opercular tags from others, and both from still others.

The percentage of either type of tag recovered is then readily obtained and magnet returns from single-tagged fish can be weighted proportionately. Applying the method to returns in 1940-41 from double-tagged fish released in the same season, a = 84, b = 73, and c = 36. Solving, N = 170.3. The chances of recovering an internal tag become 84/100÷170.3 or 49.3 percent and of recovering an opercular tag, 42.9 percent. Returns in 1941-42 from double-tagged fish released in that season show the chances of recovering internal tags to be 33.8 percent and of recovering opercular tags, 31.7 percent (a = 79, b = 74, c = 25).

The differences between the number of fish from which internals only, from which opercular tags only or from which both tags were recovered in the two years are not significant when measured by the chi-square test (P = .15). Consequently, the difference between the chance of recovery calculated for each season cannot be regarded as significant, and the two years' data could justifiably be combined.

The factors obtained by using this method are not directly comparable with those obtained from the standard reduction plant tests, which account only for loss of actual tags within the plants. The double-tagging method measures as well tag loss in the ocean as a result of shedding and loss in the cannery proper. Tests designed to measure death as a result of tagging showed that approximately 5 per cent of the fish surviving internal marking shed their tags. But bearing this in mind, the recovery rate as determined from double tag returns was still far below that indicated by the tests of magnet efficiency. In 1940-41, there were 11 plant indices ranging from 40.5 percent to 96.5 percent with an average recovery rate of 76.8 percent, as compared with the recovery rate of 49.3 percent indicated by double tag returns. In 1941-42, the average of the 15 indices was 74.1 percent while the rate derived from double tag returns was 33.8 percent.

The disparity between recovery rates derived from the standard reduction plant tests and the double-tagging experiments was so great that the accuracy of the former was subject to question insofar as weighting mackerel tags was concerned. Undoubtedly, it underestimated actual recaptures to some degree as evidenced by the results of the canning line tests. The results of the canning line tests did more nearly ap-

(Continued on page 40)

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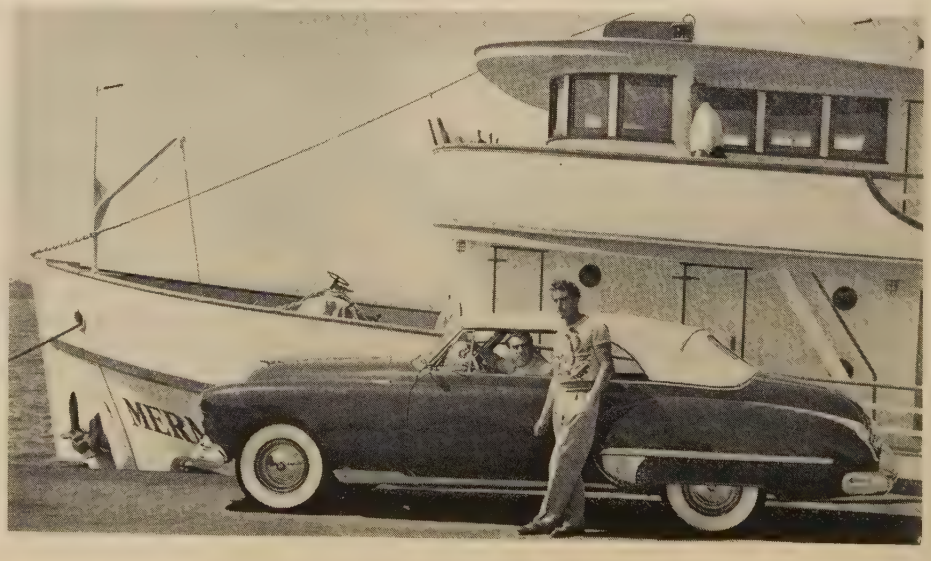

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PRESS-O-GRAMS

(*Continued from page 8*)

More than a dozen city, county and navy officials, representatives of Native Sons and Daughters of the Golden West, the Portuguese-American Social and Civic Club, and other prominent San Diegans were introduced by M. E. Simas, master of ceremonies.

A navy band played the Star-Spangled Banner and the Portuguese national anthem to open the program. Then, in the Don Room of El Cortez hotel at 7 p. m., more than 300 persons gathered to further honor the Great Adventurer at a banquet. Dancing followed a sumptuous meal. Lawrence Oliver of San Diego was master-of-ceremonies, and Mayor Harley Knox was among the speakers. Mrs. Lawrence Oliver was chairman. Guests included Mr. and Mrs. Hap Holliday, Mr. and Mrs. Harold Cary, Mr. and Mrs. Joe Medina, Mr. and Mrs. Mathew C. Monise and Manuel Rosa and his daughter, Mary, and son, Tony.

GOLD IN THE SEA

Treasure Hunt:

The Fish and Wildlife Service in Washington, D. C., was enthusiastic, and it backed up its exuberance with a moneyed project. The Service, estimating the tuna yield in the Central and Southwest Pacific at around $80,000,000 to $100,000,000, let contracts for construction of a fishery research laboratory at Honolulu; let another for a purse seine vessel, and announced the action, through Albert M. Day, Director, July 18. Award of the contracts, Day said, was the final step in the Government's plan to explore the mid-Pacific for tuna. Contract for construction of the purse seiner went to Tacoma Boatbuilding Company, Tacoma, Washington; the vessel rounds out a Government fleet of three; two of which are being converted at Tacoma and San Diego, California. The conversions are *Henry O'Malley*, is currently docked at Harbor Boat and Yacht, San Diego; and *Hugh M. Smith*, both former Navy YP's of 600 class. Complete conversion: Late September or October.

ALASKAN JUNKET

Operation:

The Fish and Wildlife Service has just completed another phase of its program to survey the fishery resources in the northern Bering Sea area. The ocean going steel trawler *Deep Sea* was taken under charter to make drags for king crab, flatfish and cod in these northern waters. Fishing operations recently started in the St. Mathews Island area, thence northward to St. Lawrence Island, and thence to Nome, Notron Sound, and southward on the Alaska mainland side of Bering Sea. The vessel was operated in regular commercial manner by its usual crew. Service personnel, consisting of two fishery engineers, a technologist, and a biologist were aboard the *Deep Sea* to direct the exploratory operation and to collect scientific data. A great amount of valuable information concerning migrations and dispersal of fish, trawling conditions and ocean temperatures was obtained. Cod and flatfish of fine quality and size were located. While indications were encouraging further work will be necessary to ascertain the extent of this resource. King crab of the platypus species were located in the northern area but the quantity taken was small and the size was considerably smaller than the king crab found in the southern area of the Bering Sea.

Cellar-dweller:

Monterey's catch of albacore trailed that of other areas. First deliveries, made on July 28, sold at $350 a ton; two boats made catches of 172 pounds; the fish were taken about 28 miles off Point Sur, California.

In a world rotting away with socialism and its destruction of property, profit and hope, it is good to know that America is still the land of opportunity for a man who is determined to make it so.*

*Reprinted from Warner & Swasey Machine Tools in U. S. NEWS & WORLD REPORT, September 30, 1949.

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Mackerel Tagging

(*Continued from page 37*)

proach the values obtained from the reduction plant tests, and it seems likely that the double-tagging method overestimated tag loss.

Both the double tagging and the canning line tests were based on insufficient numbers to give really reliable results. Further, the double-tagging experiments were carried on during only two seasons and the canning line tests in part of one. Considering all the factors involved, the standard reduction plant measures remained the most reliable means at hand of adjusting for tag loss, and all corrections of actual recoveries were based upon them. They must, however, be regarded as giving a minimal estimate of actual recaptures, the effects of which are discussed in the section "Studies of Abundance."

The use of tag returns in studies of abundance required a measure of the proportion of internally tagged fish which survived the tagging operation and retained the tag. (The term "tagging mortality" as used herein includes both death resulting from tagging whether or not the tag was shed and shedding of tags by fish which survived.) Shortages of personnel and equipment precluded exhaustive tests, but in the summer and fall of 1940 a live box used for the same purpose in sardine investigations was available and a series of five tests was made. The box, consisting of four compartments each approximately 6x6x4, is described in detail by Janssen and Aplin (1945).

Fish used in the tests were caught in the immediate vicinity of Newport Beach, where the box was moored, carried to the box in bait tanks and tagged in the usual manner. In three of the tests, approximately half of the fish were tagged immediately on arrival at the live box and the rest held as controls. The other two tests involved tagging the controls on conclusion of the initial experiments. These latter are referred to as "conditioned fish"; the former as "unconditioned fish."

Holding a fish as large and active as a mackerel in the live boxes had a pronounced physical effect in the great majority of cases. The boxes were not large enough to permit the fish to circle freely, and they frequently bumped against the sides as a result. Fish examined on completion of the experiments usually exhibited some degree of swelling and redness about the jaws and snout. In many cases, the entire head was swollen, sometimes to a very marked degree. Fraying of the caudal and reddening of other fins was not uncommon and ulcerous sores were noted on a few individuals.

In one test, some unknown factor

(*Continued on page 42*)

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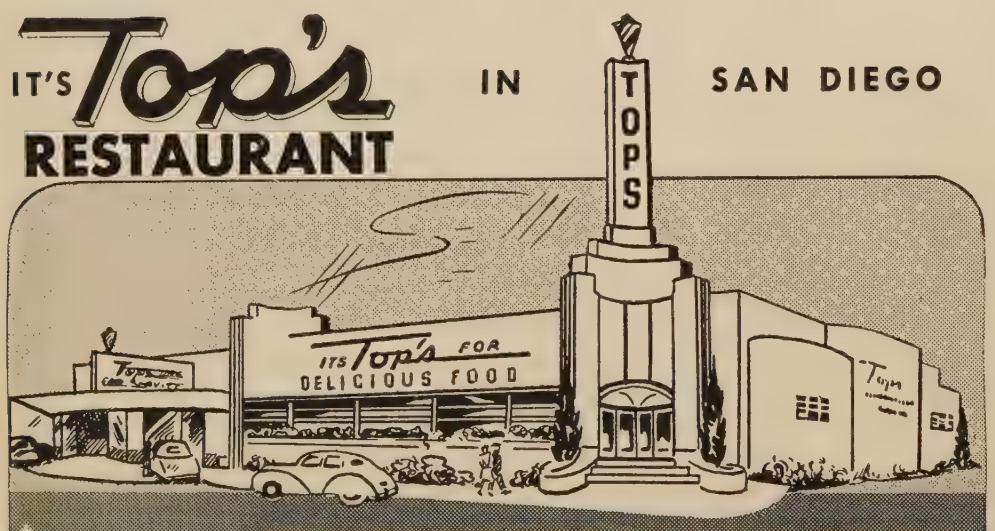

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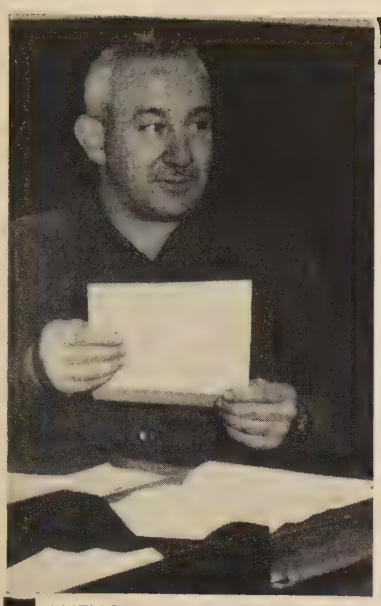

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AERIAL VIEW OF THE MARTINOLICH SHIP YARD IN SAN DIEGO

Mackerel Tagging

(*Continued from page 40*)

wiped out a large proportion of both tagged fish and controls. In two others, the fish soon became very slimy, a condition which persisted throughout the experiment. Such marked effects of holding may well have obscured the true effect of the tagging operation.

The live box was visited daily at the start of each experiment and at two or three day intervals thereafter. The fish were fed live anchovies when they were available and ground sardines at other times.

The position and degree of encystment of tags was checked in fish dying during the experiments as well as in a portion of the survivors. In the great majority of cases, the tags were attached in some degree by the end of two weeks. They lodged most often in the gonads, though many were attached to the stomach wall or to the mesenteries. Occasionally, a tag was found free in the body cavity at the end of an experiment. Deaths occurred most frequently in the first 10 days, dropping off in the next 10, and were infrequent thereafter.

Average minimum and average maximum tagging mortalities have been calculated from the experimental data. The measure of maximum mortality represents the percentage of unconditioned fish dying or shedding their tags, and includes the loss due to catching, transporting, tagging, and confinement.

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (TITLE 39, UNITED STATES CODE, SECTION 233 of Pan-American Fisherman, published monthly at San Diego, California for October 1, 1949.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Marine Press Association, 205 Broadway Pier, San Diego, Calif.

Editor—John Springer, Maryland Hotel, San Diego, Calif.

Managing Editor—None.

Business Manager—Mathew C. Monise, Room 1, Broadway Pier, San Diego, Calif.

2. The owner is: Mathew C. Monise, Room 1, Broadway Pier, San Diego, Calif.; John Springer, Maryland Hotel, San Diego, Calif.; Louis De Falco, 1703 India St., San Diego, Calif.; Miller-Gresham Accounting Service, 303 Broadway Pier, San Diego Calif.; Joe Silva, 3144 Byron St., San Diego, Calif.; Guy Silva, 1003 W. Brookes St., San Diego, Calif.; George Soares, 3327 Trumbull St., San Diego, Calif.; John T. McInnis, 127 So. Olive St., Orange, Calif.; Oscar de Beck, 3920 Bernice Dr., San Diego, Calif.; C. W. Drake, 1040 Harbor Dr., San Diego, Calif.; Joaquin Medina, 850 W. Upas St., San Diego, Calif.; Joe M. Medina, Room 1, Broadway Pier, San Diego, Calif.; Cosimo A. Cutri, 1st Natl. Bank Building, San Diego, Calif.; M. O. Medina, c/o American Tunaboat Assn., San Diego, Calif.; C. L. Kaufman, 4021 La Mont, San Diego, Calif.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. Paragraph 2 and 3 include, in case where the stockholder or security holder appears on the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

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EBB'N FLOW

(*Continued from page 17*)
employes up the ladder. Bates Harper, General Manager of Van Camp's, announced them as: Glenn H. Copeland, (promoted to assistant general manager of the San Diego plant) from the post of plant superintendent, William J. Hartley, head of the packing and cleaning department, was named foreman of the San Diego plant; William Wylie, assistant warehouse foreman, was promoted to assistant plant superintendent; George Heiney, assistant packing and cleaning department foreman, was named to head this department; and George Neely, scale man, was appointed assistant warehouse foreman.

MISHAP

Blasted Tunaboat:

A craftsman and two teen-age crewmen were injured early in the month when a flash fire in the hold exploded from three wells on the 143-foot tunaboat *Endeavor*, undergoing repairs and repainting on the Campbell Machine Co. marine railway in San Diego. Charles B. White, 58, of 4638 F St., carpenter's helper, suffered a possible compound fracture of the left thigh and internal injuries when the impact blew him onto a portside stanchion.

Burned:

John Cravo, 17, received third degree burns on his back, and first and second degree burns on the remainder of the back and his left arm. Joaquin Tavares, 15, received first and second degree burns about the face and head. White, an employe of the Campbell firm, seized the stanchion and slid 20 to 24 feet to the ground, crying he had been "blown up," fellow workers said.

Skyward:

One of the hatch covers was blown 100 feet into the air, Police Sgt. George Morris said. Cravo, he learned, was grazed by a hatch, and Tavares was running when the flash fire struck his face. Cravo, who came here 1½ years ago from Portugal, had obtained his first job aboard the *Endeavor*.

Battalion Chief I. K. Wisely, of the fire department, said a welding torch possibly ignited paint fumes. Spray painting had been under way in the fish hold, but no one was in the hold when the flash occurred. The young crewmen, Cravo and Tavares, were standing near two wells on the starboard side at the time of the flash, while White was near one on the portside. Heat melted the paint, but firemen quickly extinguished the flames.

The boat's captain, Victor Goularte, was on the ground when the fire started. He did not see White hurled through the air. White first was reported to have been blown over the side and onto the ground far below.

Muffled Explosion:

Goularte said the blast "wasn't very loud." In the Campbell offices nearby, several persons first thought a crane had fallen, causing the noise. All three injured men were taken to Mercy Hospital. The *Endeavor*, of which Goularte is co-owner, is capable of carrying 375 tons of fish. It was to have been under way the same day, and was pulled into the bay following the flash, so that workmen could determine whether any structural damage resulted.

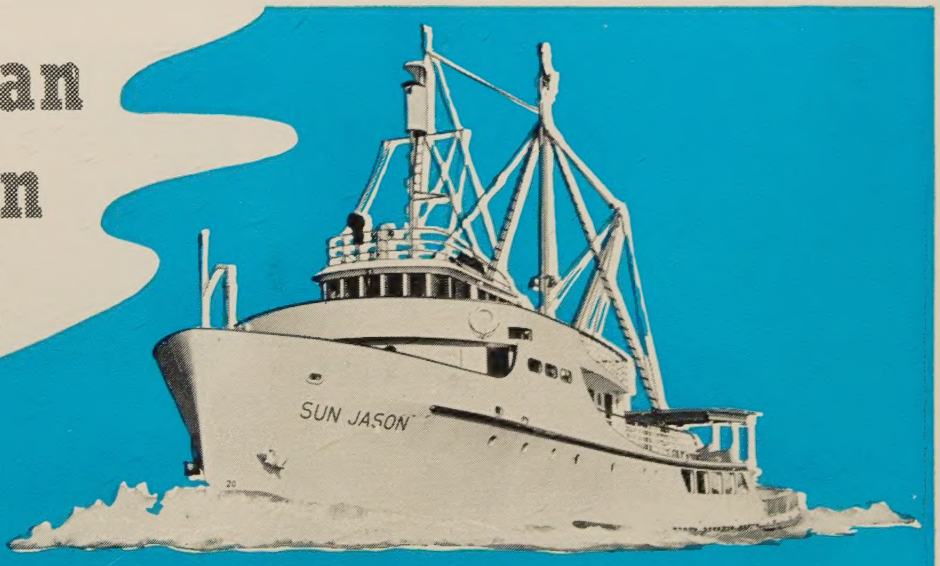
RECOVERY

Under Protest:

Owners of the *Sherry Ann* felt the assessment of the personal property tax on their vessel was not justified in the amount specified, paid it under protest, and then sued the City and County of San Diego to get back $15,054. On September 14, it turned out that they were right. Superior Judge L. N. Turrentine decided that, during 1947 and 1948, the years for which the taxes were recovered ,the vessel had been registered at

(*Continued on next page*)

A Fisherman depends on his Boat !



A FISHERMAN DEPENDS ON HIS BOAT!

You know the old saying about a carpenter and his tools! It may hold true for a carpenter, but with a fisherman it's different. If his boat is poorly built, or unseaworthy or faulty in some way—he won't come in with the high catches! That's why AVONDALE TUNA CLIPPERS are queens of the fleet—because a fisherman knows they'll stand up to a sea, that they'll range with the best, that everything to the last scupper is designed and built to perform with the best. And then too—AVONDALE CLIPPERS are built of STEEL!

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MAIN PLANT: AVONDALE, LA. QUICK REPAIR PLANT: HARVEY, LA.

Astoria, Oregon, and that taxes were paid there. Owners were Van Camp Sea Food Company, Manuel J. Machado of San Diego, California, and Western Boat Building Company.

SUIT

The Half-Million Mark:

On the basis of a $9432.58 suit brought in Superior Court here, Anthony C. Martinolich of San Diego sought to recover $500,000 insurance on his tuna clipper, the *Reina del Mar*, which caught fire Feb. 17 and sank in Mexican waters. The *Reina del Mar* made its maiden trip in April, 1948, and when it left here in December, two policies, one for $400,000 on the hull and engines and the other for $100,000 on the displacement, were reinstated.

Following the fire and sinking, on a trip from San Diego to Mazatlan, Martinolich said he made full proof of loss, claiming total loss, but the insurers refused to pay.

An attorney for Martinolich said that he had sued only five of several hundred insuring agencies, which he described as a group of underwriters for Lloyd's of London. It is practice, he said, if judgment is won against any of the underwriters in a group for all to pay.

The underwriters sued and the amount asked from each are Threadneedle Insurance Co., of London, $2500; Norman E. Lamplough, $1265.58; Orion Insurance Co., $2667; Andrew Weir Insurance Co., $2500, and Charles F. Beadell, $500.

SALE

National On The March:

Employes of the Lynch Shipbuilding Company in San Diego, were notified of the sale of the business to the National Steel & Shipbuilding Company. In a letter signed by James N. Johnson, plant manager, the Lynch workers were informed that the transfer would be effective almost at once.

Officials of the two companies refused to give any details of the terms of sale. The Lynch plant is owned by the Benson Lumber Company, of which Frank C. Lynch is president. During the boat repair season starting October 1, the Lynch company normally employs 150 workers. Head of the National Steel and Shipbuilding Company is C. Arnholt Smith.

OOPS, WE SLIPPED!

It may have been the weather, or just plain goofing off, but last issue we pulled a couple of lovely, lovely brodies. First, we accused Walker Atwell of Atwell Supply in San Diego, of buying a plane that would carry 1000 *tons* of cargo. What we meant, but didn't put down correctly, was that the plane was capable of carrying *1000* pounds. "Until you pointed it out to me," commented Atwell drily, "I didn't know what a big plane I'd bought." That, of course, wasn't all. We also accused Mitchell Gondeck of being connected with the County Agriculture Department. The story had to do with Gondeck's breaking his wrist in a fall. Anyway, he is a U. S. Government Inspector. Okay, men?

SILHOUETTE

(Continued from page 33)

shopping center, for which Pat does the advertising, cartooning, and a popular weekly column for all of the 26 varied departments. So they make free-lancing work and pay, and declare that nobody ever had more fun doing it.

THEIR home is a wonderful confusion of black-walnut antiques, steel file cabinets, artist's materials, and pull-toys. Friends clucked and frowned that they should want the "responsibility" of a new baby just at the age when most parents are relieved to have their children marry, but the Branins produced their family on February 25 of last year: a black-eyed boy, named "Patrick" for his father, and "Coyle" for his Irish grandmother who knew the sure cure for boredom.

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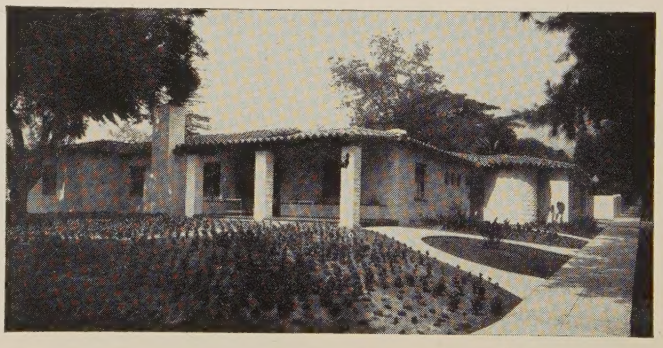
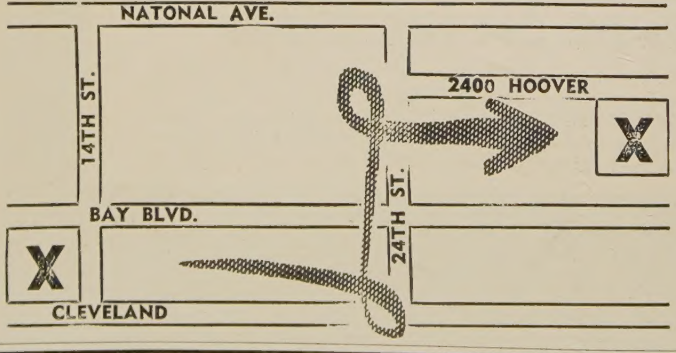


NEW LOCATION



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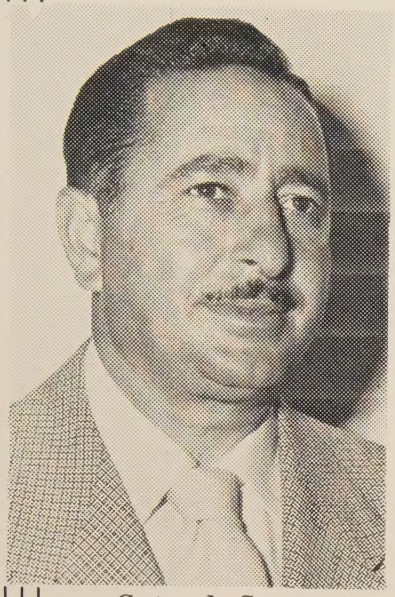

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